

Core Demand Products

Create a program that's uniquely yours



Mix and match our **Core Demand Products** to cook up the perfect recipe for your channel, performance, and lead stage goals. We'll help you find and customize the best-fit product to help you reach and exceed your objectives.



Content Syndication with Email Marketing

Capture demand with direct email to a single call to action (CTA). Two options:

- ✓ Single asset, single touch
- ✓ Multi asset, multi-touch

Includes:

- ✓ Branded email with CTA
- ✓ Branded landing page
- ✓ A/B testing, email and landing page AI optimization with each email send
- ✓ Weekly report and lead delivery



TIP: Great for driving webinar and event attendance, surveys, content and offers.



Content Syndication with Email Nurture and Lead Progression

Accelerate demand with AI-powered, personalized full-funnel email nurture, content, and offers. Two options:

- ✓ Single asset, single touch
- ✓ Multi-asset, multi-touch

Includes:

- ✓ Branded emails with CTAs for each journey stage
- ✓ Branded landing page
- ✓ Lead scoring at each stage
- ✓ Nurture emails sequenced, automated, and optimized with each send
- ✓ Weekly engagement report and lead delivery



TIP: Use to progress MQLs, add to content syndication programs, or engage contacts showing buying intent.



Industry Newsletter Placement

Create and capture demand with content placements in industry newsletters.

- ✓ Industry newsletter selection and target launch date
- ✓ Headline & copy development
- ✓ Branded landing page



TIP: Choose educational content and topics that solve customer challenges, are trending on social, and ranking in search.



HQL+

Enhance any DemandSkill program with optional Custom or BANT Questions.

- ✓ Custom questions. Survey prospects with multiple choice, true or false, or open-ended questions.
- ✓ BANT. Traditional Budget. Need. Authority. Timeline questions.



TIP: Choose ideal qualifying question(s) to further filter lead and engagement for a more sales ready lead.

We combine industry-leading business intelligence and precision data with cutting-edge artificial intelligence (AI) to identify target prospects and drive pipeline acceleration. Our top priority? Your satisfaction. That's why we work with you to surface the right leads at the right time. Visit us at demandskill.com for more.



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