

7 ways to deliver marketing value when everything is tight

Economic conditions be damned! We're bullish on helping tech marketers win hearts, minds, and market share.

Big lead generation and pipeline goals still need to be met and this moment in time can't get in your way. To help, the seasoned Sappington creative team recommends seven quick-start ways to deliver marketing value—without compromising ingenuity and quality—when there's less budget, time, and sanity.

01

3-slide value pitch deck for sales

Uplevel complex content with the "why" about a solution, product, or program to make an existing presentation resonate quickly with decision makers.

05

Craft post webinar tips sheets

Turn the info from the recording of an existing webinar (even from earlier this year) into a high-level recap that can be shared easily in an email campaign.

02

Skip the longer eBook and go brief

Package up a key message and call to action with a short narrative and stats to supercharge a demand generation campaign.

06

Create an engaging infographic

Have points you need to make about a key product or other offering? Transform them into a compelling graphic that can be used by the field or partners to inspire action.

03

Repurpose existing content

Turn a whitepaper or content from other existing assets into something refreshing to support your content strategy.

07

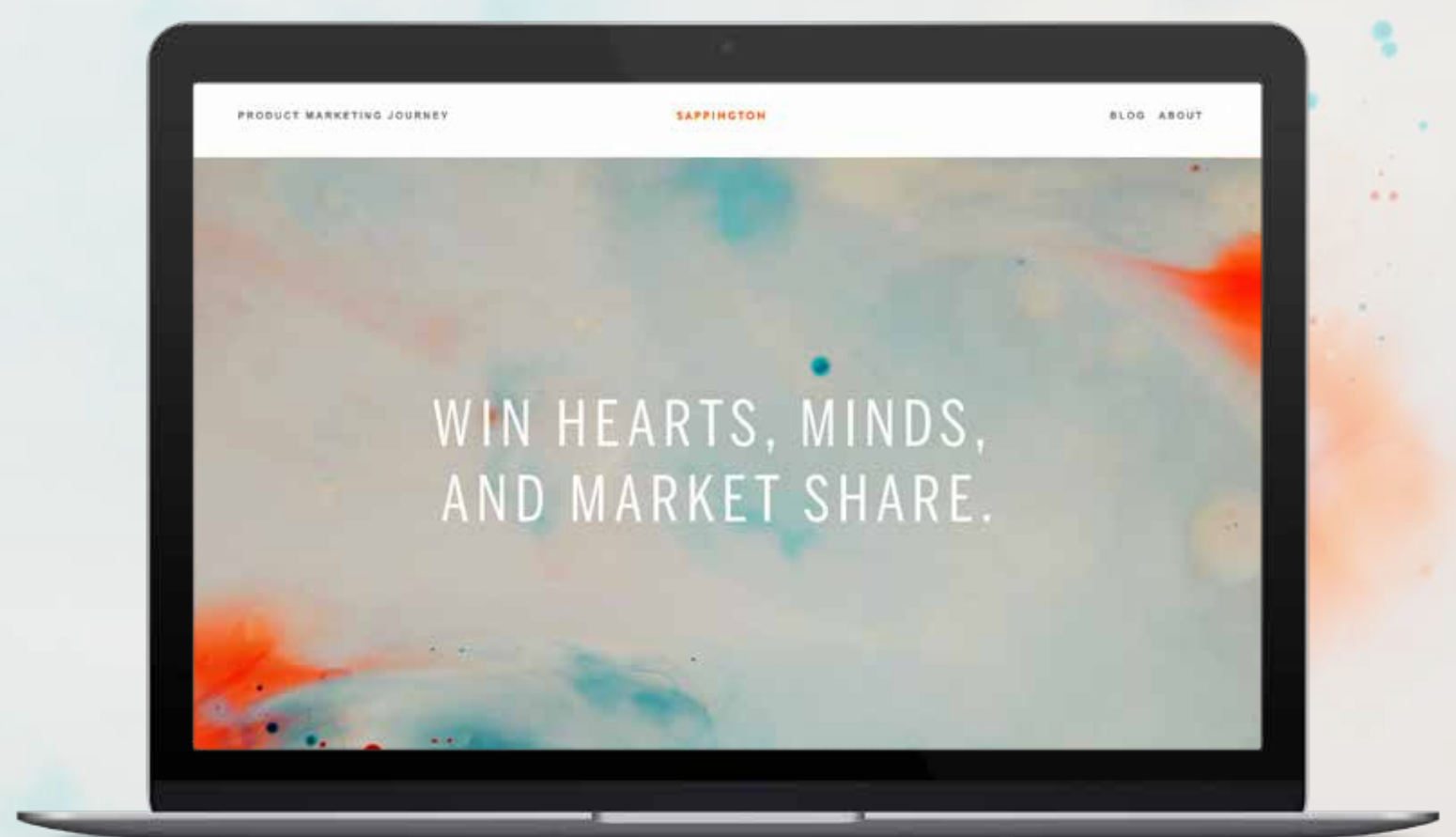
Go heavy on social and emails

Promote content you already have with direct emails the field can use or through LinkedIn Sponsored Posts.

04

Tell customer short stories

Does the traditional case study process feel too overwhelming right now? Create a single-page success story using the information already available—and approved.



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We can help!

Contact us if anything on this list piques your interest. Or let us know what challenges you're facing and we'll brainstorm ideas to help you move the needle. Just like you, we're in it to win it!

Get in touch