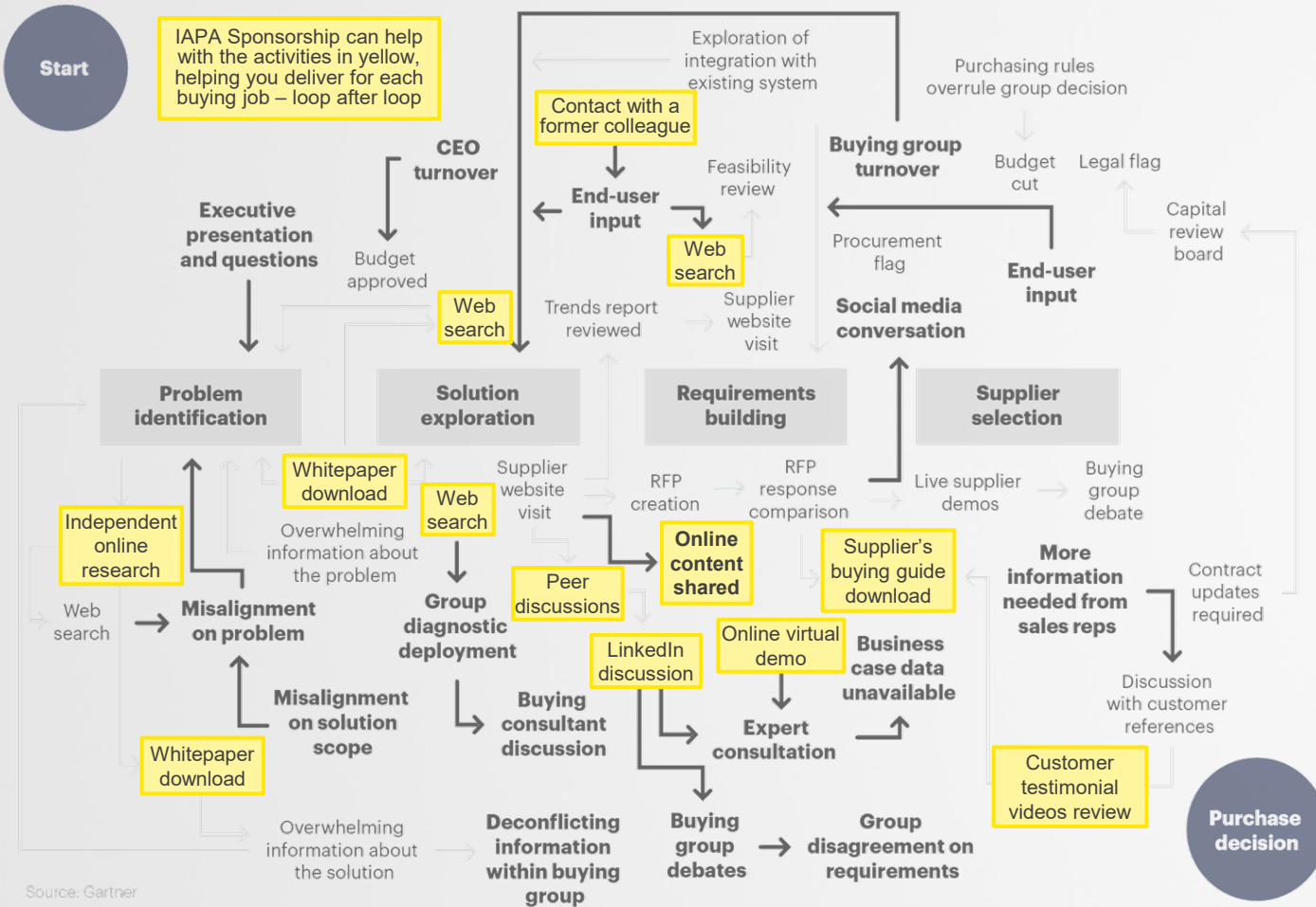


B2B buying journeys aren't linear – they're spaghetti...

...but IAPA sponsorship can help in 9 ways



According to Gartner, “customer surveys tell us that B2B buying doesn’t play out in any kind of predictable, linear order. Instead, customers engage in what we might call “looping” across a typical B2B purchase, revisiting each of the buying jobs at least once.”

- 1 HIGH ROI IAPA co-branded papers & landing page promote downloads
- 2 HIGH ROI IAPA events create environments for credible peer discussion
- 3 HIGH ROI IAPA website articles & papers increase credibility online
- 4 IAPA LinkedIn & group promote EDM messaging
- 5 HIGH ROI IAPA events create environments to make connections & contacts
- 6 IAPA website articles increase findability & credibility
- 7 IAPA EDM promotes the download of existing guides & online content
- 8 HIGH ROI IAPA events & hosted webinars showcase use cases & client demos
- 9 HIGH ROI IAPA EDM promote existing customer testimonials; IAPA Executive events deliver in person testimonials

WHAT DELIVERS HIGH ROI?
According to Activate’s State of Demand Gen 2022 Research, highest ROI was from Live events, Research, Customer case studies, Webcasts and In-depth white papers or e-books.