



CASE STUDY

How SHI Leveraged Confirmed Projects to Influence Pipeline for Partner Campaigns

An interview with tech marketing innovator, Jared Cordes, Director of Growth Marketing Campaigns at SHI

SHI is a technology solutions provider that connects businesses with the IT solutions and services they need to support organizational growth, security, and employee experience. As the Director of Growth Marketing Campaigns, Jared Cordes is tasked with managing evergreen marketing campaigns across business units at SHI and delivering quality opportunities to sales teams.

What are some of the challenges you're facing that prompted your decision to use Confirmed Projects?

We were looking to generate pipeline quickly for our partners, but were still working on developing materials to support traditional marketing tactics such as content creation, nurture messaging, landing pages, etc. We had a lot of content available, but not much that pertained to the specific partner campaign topics we were looking to prioritize. So, we were looking for an option that delivered quality prospects but with low lift from our team so we could start driving pipeline for our partners as soon as possible. TechTarget came highly recommended, so, combined with the simple setup Confirmed Projects offered, it was kind of a no brainer.

Challenge

SHI was looking for a way to quickly produce qualified, sales-ready leads to generate pipeline for partner campaigns.

Solution

SHI uses TechTarget's Confirmed Projects to generate "hot," in-market leads and powerful insights to pass directly to sales reps to support partner sales initiatives.

Results

By using Confirmed Projects, SHI was able to better enable their sales team to influence pipeline for their partner campaigns.

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—Jared Cordes
Director of Growth Marketing Campaigns

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How are you leveraging Confirmed Projects in your current workflow?

We’ve been passing Confirmed Projects from TechTarget through our Marketo instance into our CRM for sellers to access. Confirmed Projects are hot leads, so a priority for us has been to equip sellers with the necessary knowledge and best practices to act on these leads quickly and successfully. For example, we created best practice documentation to help reps understand how to leverage the additional insights that come with Confirmed Project leads so they can better personalize their outreach. We make sure that sellers know where to find resources and information about each lead we receive through Confirmed Projects so they are better prepared for success. The opportunity to strengthen the internal relationship between marketing and sales has been an added benefit of using Confirmed Projects.

How do TechTarget Confirmed Projects compare to other BANT solutions you’ve tried?

Confirmed Projects stood out from other solutions due to the low upfront lift for us. We’ve used other BANT solutions in the past that required us to produce or gather multiple pieces of content tied to our campaign’s topic prior to kicking off. Being able to skip that step and quickly deliver Confirmed Projects to our sales team, without the delays involved in content and marketing deliverables creation, allowed us to significantly reduce our time to value and start influencing pipeline right away.

What benefits have you realized from Confirmed Projects’ unique account insights?

Confirmed Projects turned into an “easy button” for us to immediately start funneling sales-ready opportunities to our sales teams in short order to start influencing pipeline, with limited upfront efforts required on our end. We were able to identify new contacts at key accounts, opening a lot of doors that were previously closed, which really helped us leave no stone unturned. Our sales cycle can take anywhere from 6 months to a year, so we’re still in the earlier stages of acting on Confirmed Project leads, but the feedback from sales leadership and our inside sellers has been that Confirmed Projects, with their detailed level of account insights, have introduced new contacts and provided further details on existing accounts, to support positive conversations related to device projects. So it’s early innings, but we’re already influencing pipeline with Confirmed Projects.

Tell us about your experience working with TechTarget.

It’s been fantastic – I can’t say enough about everybody at TechTarget! They’ve been super organized, maintained frequent touchpoints, and gone above and beyond to proactively deliver additional insights beyond what’s included in the upfront package to better inform our outreach strategy.

A big thank you to Jared Cordes for sharing this success story with us. We look forward to hearing about more of his wins using TechTarget products in the future!



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