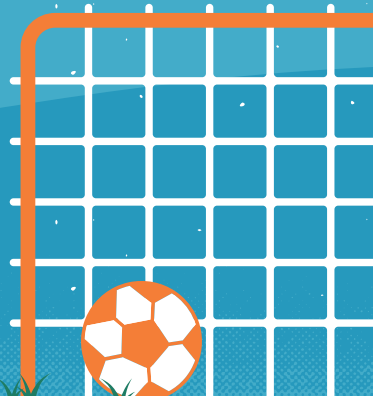


Spiceworks Campaign Coach



Getting your formation right — tactics to campaign victory.

The World Cup was a fascinating sporting spectacle with team coaches adapting strategies to outsmart their opponents. Here at Spiceworks, we've just completed our own coaching badges, dusted off our football boots, and we're ready to train you on how to create champion campaigns.

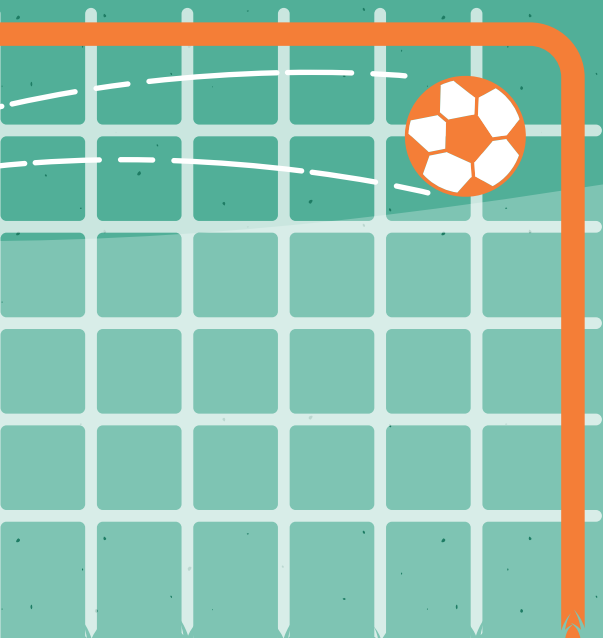


Defence

The basis for any winning campaign? Solid foundations. You want to ensure you don't have a vulnerable defence and end up wasting valuable marketing dollars.

Midfield

The midfield is crucial territory where you'll need to adapt specific campaign elements. **You want your midfield to be your engine room**, a zone that drives maximum performance and brand visibility.



Attack

Let's face it: To win football matches you have to score goals. From a campaign perspective, you need to adopt a dual approach, using proven tactics whilst testing new creative routes to market.



Defence: Demand Generation

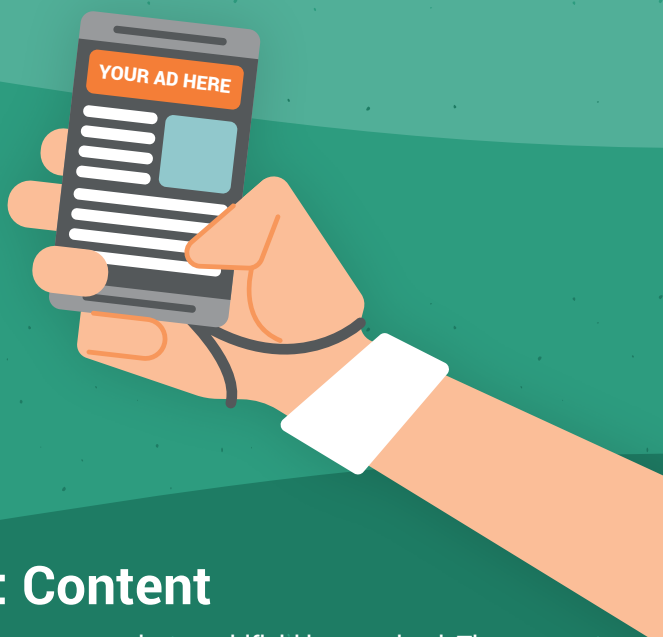
How do you create an air-tight defence? You run a rock solid lead generation campaign. You'll want to filter by geo, job title, industry and company size (and be GDPR compliant), ensuring there are no own goals.

Fortify your lead gen campaign with exclusive promotional emails. Pass your message directly to over 130k IT pros across Europe. These highest performing emails drive CTRs for close to 3% and ensure your campaign stays defensively strong.

Midfield: Media

Just as midfielders are a driving force, media will help you **score maximum coverage**. Native advertising is a smart bet, positioning your brand/content in a contextual playing field. Increase your campaign mileage with audience extension and deliver media programmatically to your buyers across the web.

To add some skill to your audience extension activity, utilise Spiceworks' new intent segments. They enable you to reach businesses that are in-market for tech solutions across a variety of categories. **Like any good midfield, this mix of media will give you the stamina to hit your goals.**



Attack: Content

Your defence is strong and your midfield is energised. Time to add some power dynamics to your campaign. **Spiceworks can craft content on your behalf.** Whether it's an infographic, e-book, brochure or video, we'll work to your brief and produce relevant and engaging content.

Extra Time: We'll show you how to amplify your content through our social channel. As with all successful footballers, it's about being creative, constantly testing, and outsmarting the competition.

Post-Game Wrap Up

To produce winning campaigns, we make it a point to understand your business goals. **We're all on the same team, after all.** We put a winning formation in place as we coach you on how to get maximum value from Spiceworks.

Ready for your kick off?

[Contact a member of our team today >>](#)

About Spiceworks

Spiceworks is the platform that connects the IT industry to help technology buyers and sellers get their jobs done, every day. The company empowers the world's businesses to find, adopt, and manage the latest technologies while also helping IT brands build, market, and support better products and services. Founded in 2006 and headquartered in Austin, Texas, Spiceworks makes IT easy, and enjoyable, for everyone.

For more information visit www.spiceworks.com/marketing.
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