



MAVEN TM

MAVEN TM BUILDS A STRONG PARTNERSHIP WITH SPENDHQ THROUGH DEDICATED MARKETING STRATEGIES



The **SpendHQ** SaaS spend analysis solution was created by the sourcing experts at Insight Sourcing Group, a leading management consulting firm led by alumni of the world's largest consulting organizations, including Accenture, AT Kearney, Deloitte, McKinsey, KPMG, and most admired companies like Coca-Cola, Hewlett Packard, and Home Depot.

SpendHQ (Spend Headquarters) is an independent business unit of Insight Sourcing Group and is offered as a stand-alone product for organizations that need complete spend intelligence to achieve their goals.

CLIENT BIO



Atlanta, United States of America



SaaS Spend Analysis Solution



Continued strong partnership since **July 2021.**



www.spendhq.com

BACKGROUND

SpendHQ was looking to bring in an agency to work as an extension of their marketing team, which was small in numbers but looking to expand without the cost of hiring. They required a partner that had experience working directly in existing CRM, CMS, social media, and analytical systems. Through a referral, **Spend HQ** heard about Maven TM and approached to bridge the gap in skills they were going through.



Maven TM has become an integral part of our marketing operations team at SpendHQ. Although our organizations are continents apart, their team has provided us with a high level of expertise and swift yet top-quality deliverables throughout all of our collaborations.

Their dedication and focus on our success have not gone unnoticed. We cannot thank Gerard and the team at Maven TM enough for their continued support, as we work together to bring spend analytics to procurement teams across the US and abroad.

Debbie Raymundo

Director of Marketing at SpendHQ



MAVEN™

KEY DELIVERABLES

- Increase the marketing capabilities of the **Spend HQ** team by educating and undertaking a range of digital marketing activities.
- Support sales and marketing staff by providing landing pages, forms, and email templates that are reusable across all departments; email templates, landing page templates, and form templates.
- Implement demand-led LinkedIn Lead Generation campaigns to target a wide range of industries and personas.

THE STRATEGY

The company's goal remains to ramp up digital marketing activities through several key strategies:



- **Email Marketing-** **Maven™** assisted in the design, implementation, and automation of a wide range of marketing campaigns including customer success, prospect campaigns, and updates to the existing client base working directly in **SpendHQ's** existing systems.



- **Web & Landing Pages-** Collaboration between **SpendHQ** & **Maven™** to design and roll out Landing pages for several campaigns focusing on design and functionality to effectively capture visitor data.



- **PPC-** **Maven™** advised **SpendHQ** on PPC campaigns on Google AdWords, as well as providing technical assistance on both Google Analytics & Google AdWords.



- **Social Outreach-** Work alongside key salespeople to identify key target personas and develop a strategy to reach and connect with decision-makers across a range of industries.



- **Copywriting Services-** **Maven™** also works on writing complex documents including; whitepapers, blogs, and press releases for **SpendHQ**.

Maven™ assigned them a team of marketing specialists who were on hand to assist with any requests, and advise on all aspects of digital marketing. Through regular meetings and updates, **Maven™** has become an extra member of the **SpendHQ** marketing team allowing them to extend their capabilities and focus on driven growth within their company.