

Lead Generation via Portal Partnerships

2019

Introduction

By sharing your knowledge, expertise and experience, you can develop new commercial relationships and showcase your thought leadership. Knowledge sharing as a business-to-business marketing tool is also known as B2B content marketing.

The effectiveness of content marketing is determined by the extent to which companies can answer the questions of potential customers. Therefore, the marketing field moves from push to pull models. The market asks, you answer. It is therefore crucial to ensure that the content is relevant to the target group. In addition, it is important to know who the target group is and what is going on in that target group.

RIFF has built a network of over 40,000 newsletter subscribers and 25,000 followers on social media. These are people with an interest in your knowledge and are at the cutting-edge of business and technology. Partners such as Oracle, SAS and Microsoft use our network of portals, apps and social media channels to start a dialogue in this way.



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Content Marketing Portal Network

White papers, webinars, background articles and research reports lend themselves perfectly to prospects who orient themselves online. The content marketing portals of RIFF are aimed at asking your potential relations for (more) substantive information to tackle current challenges. The portals meet the information needs of your potential customer. By participating in the content marketing portal network, you facilitate the start of the buying process of your own solutions.

Buyer Journey	Ideation	Orientation	Choice	Installation	Use
	▼	▼	▼	▼	▼
Content Focus	Alert	Inform	Stimulate	Assist	Bind
Direction	Developments Trends and Vision	Strategic Options	USPs References	Progress and Risks	Strategic Possibilities
Management	Organization Bottlenecks	Solution Directions	Organization Benefits	Implementation Challenges	Optimization Challenges
User	Operational Bottlenecks	Improvement Work Processes	Operational Advantages	Commissioning	Expert Features

Because the information on the portal helps visitors with ideation and orientation, our portals are primarily informative. Stimulating content is avoided on the portals. By initiating interaction with the target group in this early phase of the procurement process, potential customers can be identified and monitored on time.

Participating partners can profile themselves as industry thought leaders through the content marketing portal. In addition to one-time downloads, partners can further develop leads through educational knowledge cycles (or “nurturing”) to qualified contacts.

Overview of Portals

Through the network of portals, RIFF reaches both a generic business and technology target group and a specific target group around topics such as digital transformation, the modern workplace, security and analytics.

The lead portals from RIFF are supported by the partners. Partners are suppliers of business services and / or information technology to the target group of the portal. Participating partners benefit from the following advantages:

- Lead generation based on downloads of white papers, research and webinars
- Strengthen the position as industry thought leader
- Branding possibilities through partner and expert profiles
- Reuse of existing (valuable) knowledge documents
- Easy connection to your own marketing automation or CRM system



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Portal	Target group / Theme	Newsletter Subscribers	Followers
Kennisportal.com	Generic (Business and Technology)	13,500	3,000
Managementbase	Management and Professionals	4,400	3,700
iCustomer	Marketing, Sales, CRM and Service	2,000	3,700
ITWeekly	IT Management and Infrastructure	3,600	2,050
IntoFinance	Banks and Insurers	2,500	1,650
Technologie and Onderwijs	ICT in Education	2,225	2,700
eBurg	Local Government	2,050	1,450
IntoHealthcare	ICT in Healthcare	1,600	2,600
AnalyticsToday	Big Data, Business Analytics and BI	3,700	175
SecurityUpdate	Privacy, Security and Compliance	4,500	500
Total		40,075	21,500

Knowledge App

In addition to a network of portals and social media accounts, the content for mobile users is offered in our Knowledge App. This app is available for smartphone and tablet on both IOS as Android.

Lead Portal Partnerships

Depending on the desired content, you can choose a “Gold,” “Silver,” “Bronze” or “Topic” partnership. The starting point of a partnership is the number of content placements for knowledge documents in the form of reports, white papers, publications or webcasts. The content is placed in consultation with the various portals. The different partnerships differ from each other by the number of available placements.

A partnership contains the following elements:

- Mentions in download emails: when a download is made on the lead portal, the visitor receives an email with the requested information
- Layout of a sponsored page: on the relevant portals, a profile page is created with your company’s profile and contact information
- Experts: highlight the profiles, blogs and social media accounts of your experts
- Partner profile: place a partner profile of your organization, which can if desired, be displayed next to the content

The table below summarizes the different partnership possibilities:

Description	Topic	Bronze	Silver	Gold
Initial number of content positions	5	10	20	40
Number of portals	2	4	All	All
New positions per year	3	5	10	20
Expert profiles	1	3	9	12
Max. number of blogs per year	5	10	20	40

Sponsored page	Yes	Yes	Yes	Yes
Price per month	€315	€525	€850	€1,475
Setup	€315	€525	€850	€1,475

Lead Management

For the distribution of leads, RIFF uses the tailor-made lead management system, Leadkeeper. It was built by RIFF for managing and following up on leads and can be used for both small and large companies. You get direct access to all incoming leads generated by downloads through your personal user account. In addition, it is possible to create user accounts for your colleagues. This allows you, for example, to easily assign leads to your account managers so that they can take care of the follow-up of the relevant lead. By linking, Leadkeeper can feed the information to your marketing automation or CRM system.

Online Promotion

The objective of a content marketing portal is to attract visitors with a specific interest to the topics. Visitors enter the portal via search engines, link sections, newsletters, social media, blogs, videos and publications on other portals.

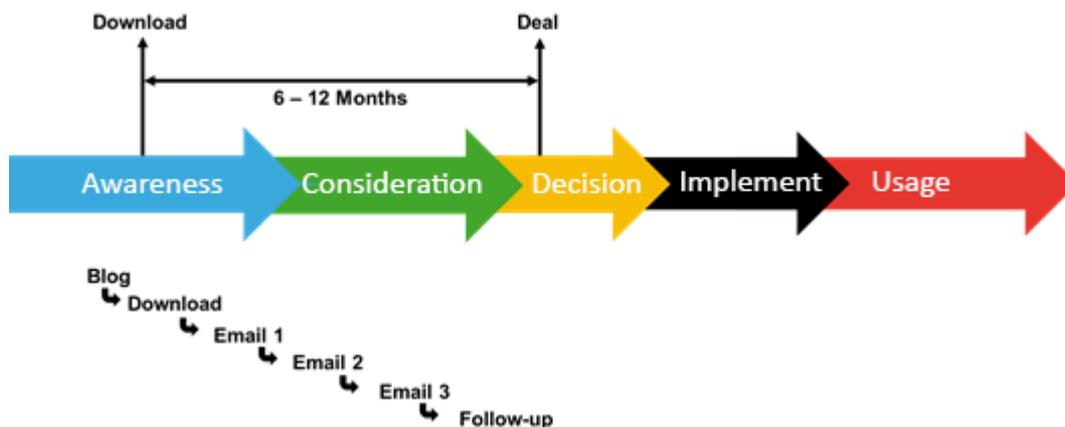
The most important components are:

- **Ranking in search engines:** In the promotion of a lead portal, the emphasis is on the search sites with the largest market share in the Netherlands.
- **Advertise on keywords:** In addition to positioning in the search results, the major search engines advertise on keywords. These textual advertisements usually appear next to and / or above the search results.
- **Social networks:** New knowledge documents are posted in relevant social media.
- **Email marketing:** Visitors can subscribe to the newsletter of the lead portal in which new publications are included.

Exclusive Thought Leadership Cycle

A lead portal partnership can be enriched with an exclusive thought leadership cycle of newsletters. It consists of a series of four to six emails that introduce a piece of thought leadership. The cycle is built up in such a way that it maximally matches the buyer journey of the target group. For example, the first mail is an introduction to the topic and deals with a development or trend. In subsequent mailings, content will be discussed that deals more specifically with the possibilities of responding to these trends. Finally, you share knowledge about the implementation or optimization of the chosen solution direction.

The educational newsletters are sent once every two weeks. With, for example, a series of six newsletters, you can inform a specific target group structurally and in-depth for three months. The newsletter knowledge cycle starts after an explicit opt-in through a potential lead. These leads are generated through the lead portals of RIFF by inviting respondents to the knowledge cycle after a related download.



Because white paper leads are often still in an early phase of the “buyer journey,” the thought leadership cycle is an excellent way to further develop a lead. As a partner, you will also gain insight per contact in the opens and clicks on the newsletter cycle. This way, you can see exactly which respondents are most actively involved with the topic you are publishing. A maximum of one partner can participate per theme, per portal. This creates exclusivity for you as a partner to feature you in this profound way on the portal.

The thought leadership cycle is customized by a RIFF editor and tailored to your knowledge downloads. If you do not have sufficient downloads available, these can be custom-made for an additional fee. When participating, RIFF gives you a guarantee on a minimum number of leads that depends on the theme, your content and the portal.

Pricing

Package	Description	Price
Thought leadership cycle	Development and rollout of a knowledge cycle of four to six emails over a period of six months, including promotion	€4,975

Online Event Services

The organization of a successful event involves good preparation and a lot of work. In addition to the physical organization, the online component is an increasingly important part of success. An appealing event site, webcasting and active online promotion are just a few examples. RIFF offers Online Event Services as a total package of services related to the online component of an event.

Online Event Promotion Packages

A webinar or event must be promoted. Through the network of approximately 40,000 professionals, RIFF offers you extensive opportunities for promotion of an event or webinar.

Event Website

For clear communication about a program, partners and logistics, a clear event website is essential. RIFF offers you a number of functional templates that can easily be adapted to your own branding. Of course, you can also take care of your participant registration or evaluation via our handy tools.

Pricing

Package	Description	Price
Event promotion package	Mailing to approximately 13,500 subscribers of Kennisportal, plus 2x mention in a relevant RIFF newsletter.	€1,395
Specific newsletter edition from Kennisportal or Managementbase	Mailing to approximately 13,500 subscribers of Kennisportal or 4,400 subscribers of Managementbase	€995
Specific newsletter edition from RIFF Portal	Mailing to a theme portal (excluding Kennisportal or Managementbase) or selection from Kennisportal	€795
Theme mailing	Mailing to a specific selection from our 40,000 subscribers, approached from various newsletters	.50 per contact €375 for set-up

Need more information?

You can always contact us.

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