

Interactive Content Marketing BANT Campaign

DESCRIPTION

Mid-funnel campaign using interactive content to uncover buyer pain points and needs, delivering BANT-qualified leads with call confirmation.

Program includes:

- Custom interactive questions with multiple-choice answers
- Dynamic content routing based on buyer responses
- BANT qualification and call confirmation
- Detailed buyer intent data

[Example: Salesforce](#)

KEY OBJECTIVE/OUTCOME

200 BANT-qualified leads with call confirmation and interactive question responses revealing buyer needs

CAMPAIGN COMPONENTS

Two custom questions, Interactive multiple-choice answers directs users to assets based on their needs.

COST TO PARTNER

\$13,500 (50% MDF eligible)

PARTNER SLOTS AVAILABLE

9

PARTNER PROVIDES

1-2 assets, target account list (optional)

AVAILABLE GEOS

Global

HOW TO ENGAGE

Submit nominations: [Migration & Modernization](#)