Procurement Software .site

Content Opportunities 2024

V1.1 - Jan 2024

Selling to Procurement is **HARD**!

We can help you...

At a **price you can afford**.

We're a **lean, remote-first business** focused on **providing value** to our procuretech clients.

With extensive **front line Procurement expertise**.

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Why are we different?

- We know how to **resonate with your potential customers**

- We **don't** just showcase **legacy** procurement software solutions aimed at large, enterprise organisations. Our **primary focus** is **mid-market**

- Our audience are the **visionaries and changemakers** in procurement

- Our software directory is FREE. **We've democratised access to research.**

  - **No subscription** required for buy side to access

  - **No pay-to-play** for solutions providers to be listed

- **We "get" your audience:** our Founder worked in corporate procurement for 16 years

- **We don't produce vanilla content**

How can we help reach your target audience?

Episodes of The Procuretech Podcast

LinkedIn Live Demos of your Software

"Power Ups" to your Directory Profile

Working with you as a Referral Partner

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PODCAST

**Sponsored episode of
"THE PROCURETECH PODCAST"**

The only podcast solely focusing on
digital procurement transformation.

What's included?

- Recording, editing and publishing of ca. 30 minute episode
- Syndication to Apple, Spotify, Amazon + others
- Social media promotion of the episode (LinkedIn, X)
- Publishing on ProcurementSoftware.site with backlink
- 2x short, captioned video snippets for LinkedIn
- Episode transcript (edited) for content repurposing
- MP3 file for you to use for content repurposing
- Reports on request of download stats

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LinkedIn Live Demo of your SaaS

Your sales team's monthly demo goal in 1 hour!

What's included?

- Jointly determine your target audience demographics using LinkedIn Sales Navigator
- We invite everyone relevant in our network
- Use of our StreamYard account for the demo
- Our Founder, James Meads, as host and MC
- Dry run and alignment on content beforehand
- Social media promotion on LinkedIn and X
- MP4 video file of the demo to use for content repurposing

LIVE DEMO

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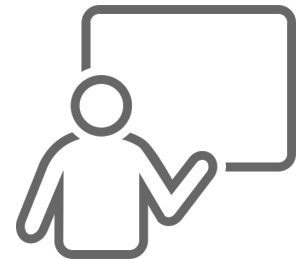
What do you get?

Make your profile more "sticky":

- Edit your own copy in the software description

- Show an explainer video

- Include screenshots of your solution

- Call-To-Action Button

- Your Live Demo or Podcast episode embedded in your profile, if you purchase either of these packages too

POWER UP

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PARTNER

We'd like to partner with best-of-breed, innovative, user-friendly procurement tech in these areas:

- **P2P and S2P**

- **Contract Lifecycle Management**

- **Intake and Vendor Master Data**

- **Targeting mid-market businesses in Europe & North America**

Note:

We do not perform solution implementation, IT consultancy or cold outbound sales activities

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Or, hire James to moderate and run your <u>own</u> webinars

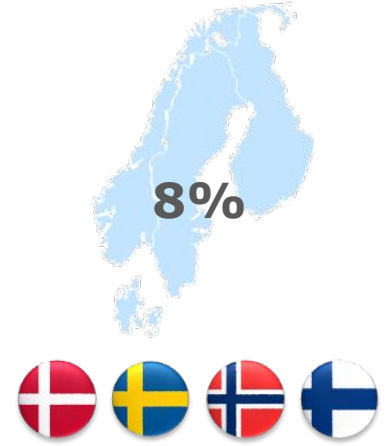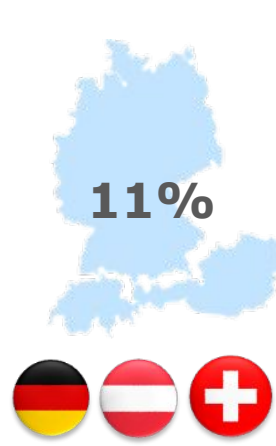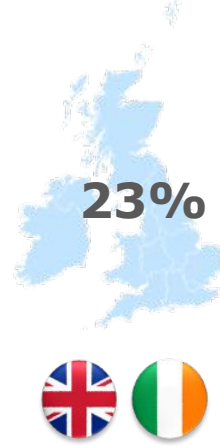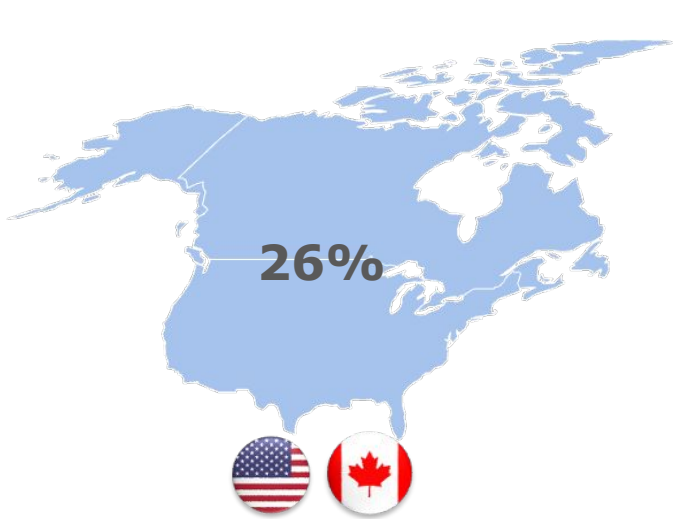A neutral, respected voice as moderator

What's included?

- Jointly brainstorm and determine webinar topics
- Source webinar guests from our network of content creators, influencers and industry experts
- Plan and draft the content for the webinar
- Our Founder, James Meads, as host and MC
- Dry run and alignment on content beforehand
- Social media promotion on LinkedIn

WEBINAR HOST

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Podcast Audience*

26%

23%

11%

8%

Key Download Stats	Total
Total lifetime downloads	23,700
Average downloads per episode	204
Top 10 episodes - avg. downloads	408

14%
Other Europe

18%
Rest of World

Website Traffic*

* Stats from 12 Jan 2024

26%

15%

9%

5%

Key Download Stats	Total
Total Sessions Last 90 Days	3,800
Total Page Views Last 90 Days	4,600
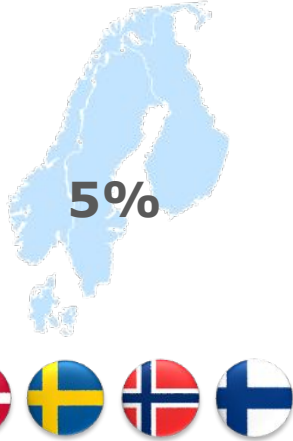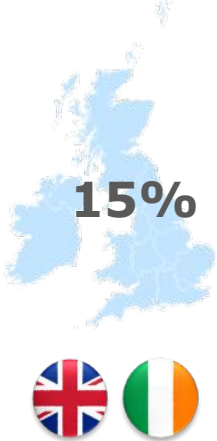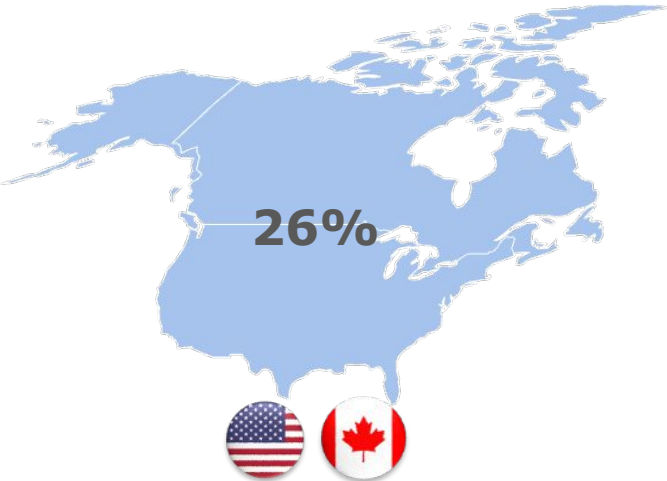
15%
Other Europe

30%
Rest of World

LinkedIn Analytics* * Stats from 12 Jan 2024

Procurement Software Business Page	
Metric	**Number**
Followers	3,720
Organic Impressions last 12 months	99,000

James Meads Personal Page: Content Impressions	
Organic Impressions last 12 months	750,000
Engagements	8,400

Personal Page: Followers	
Followers	10,300
Connections	7,800

Personal Page: Connections - Seniority	
Senior	36%
Director	19%
Entry	12%
Manager	8%
CXO	7%
Others	18%

Personal Page: Connections - Location	
UK	28%
US	12%
Germany	9%
Bulgaria	6%
India	6%
UAE	3%
Switzerland	2%
France	2%
Netherlands	2%
Canada	2%
Others	28%

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So, let's connect! ☕ 🥨

- What are your goals?

- Where are your biggest challenges?

- And how can we help you succeed?

- We can also offer **Content-as-a-Service** if your biggest challenge is producing **native content** for your **own website or social media**

- Contact us for Pricing and T&Cs

Email us

Schedule a Call

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