

# Concur Partner Campaign Guide

*Scaling up: preparing for the challenges of growth*



# 6 emails. 4 offers. Zero confusion.

Use this quick guide to manage the nurture process for the *Scaling up: preparing for the challenges of growth* webinar. In a few simple steps, you'll engage your clients or prospects, encourage their participation and, most importantly, give them the kind of information they want.

And that makes you a resource they can count on.

## Get to know the growth story.

This campaign is focused on a webinar that highlights the challenges growing businesses face, and the role their expense management system can play in either constraining or accelerating that growth.

In this campaign kit, you'll find a presentation and talk track you can use to deliver this message.

This webinar is not designed to be an advertisement for Concur. It's designed to start a productive conversation about the role our technology—and, more importantly, your expertise—can play in helping businesses reach their growth goals.



**Scaling Up:**  
Preparing for the Challenges of Growth

## Tailor the webinar to tell your best story.

Throughout the presentation, you'll see opportunities for you to add specific details about your services and expertise. Please customize that portion of the presentation to share your learning, your experience and the insight you bring.

Additionally, you'll see the webinar presentation includes information about Concur Invoice, Concur Expense and Concur Travel. You can choose any or all of these sections based on your specific focus, your audience, etc., so please customize the content to fit what you need to accomplish.



[Download Scaling up: Preparing for the challenges of growth deck and talk track >>>](#)

## **Setting up your webinar.**

Setup your webinar registration landing page on your website as well as where you plan to host the webinar (on24 or webex). You can use the copy below to accompany your registration form.

### **Register now for the Free Webinar**

Scaling Up: Preparing for the Challenges of Growth.

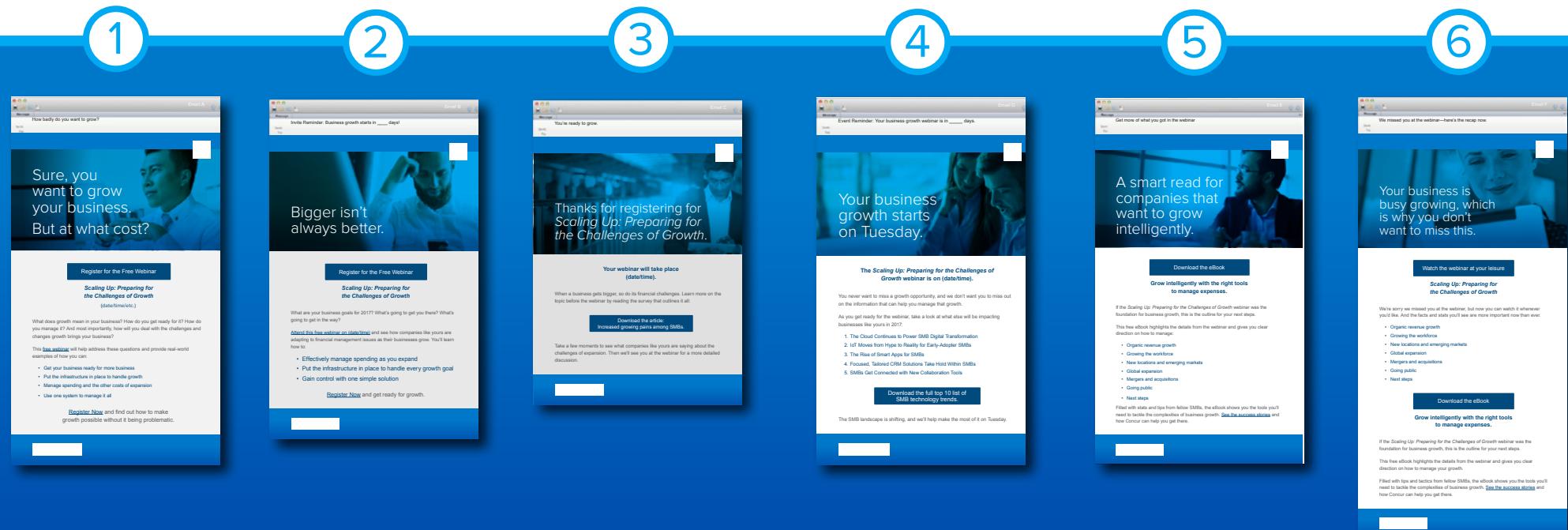
How will you deal with the challenges and changes growth brings your business? This free webinar will help address these questions and provide real-world examples of how you can:

- Get your business ready for more business
- Put the infrastructure in place to handle growth
- Manage spending and the other costs of expansion
- Use one system to manage it all

# Reach customers and prospects with targeted emails.

Use the emails in this guide to drive attendance and generate leads. Just customize each email with the day and time of your event, as well as the link to your webinar registration page you'll be ready to go.

1. **Send email 1** to your prospect list two weeks before webinar
2. **Send email 2** to anyone who hasn't registered three to five days after email 1
3. **Send email 3** to anyone who registers for the webinar
4. **Send email 4** to all registered attendees one day before webinar
5. **Send email 5** immediately following the webinar to all who attended
6. **Send email 6** to anyone who registered, but didn't attend the webinar as well as anyone from initial list who didn't register



Once you have all the contacts in your database from the webinar, follow up and send qualified leads to Concur via the referral form [go.concur.com/solutionproviderreferral](http://go.concur.com/solutionproviderreferral).