




Exclusive Sponsoring marconomy Market Overview 2021



*Position yourself, along with
your system-related expertise,
among the target group of
marketing decision-makers!*





marconomy Market Overviews:

With its market overviews, marconomy gives a review of current software solutions for small and medium-sized enterprises, facilitating the selection resp. implementation of suitable tools. Position yourself as a know-how carrier in your area of expertise with an exclusive sponsorship of a market overview and thereby generate relevant leads!

Offer „Market Overview“ at a Glance

Our Offer:

- Format: Exclusive sponsoring of a marconomy market overview
- Campaign runtime: 3 months with promotion
- Marketing: marconomy.de, editorial newsletter, social media etc.
- Lead details: Name, contact information, department, career stage, industry, company with address and company size, interest in the topic
- Leads included: 100 leads over 3 months
- Further leads: 75.00 € per lead

Your Benefit:

- “Sponsored by“ in the market overview and editorial coverage incl. logo, short company profile and domain
- Qualified leads with sales potential
- Detailed lead information and product interest
- Neutrality through co-branding of the media brand and editorial support
- Cost control through lead guarantee

Price: 9,900 € plus VAT





Market Overviews 2021

Topics and Dates

- **Q1:** *Marketing Automation Tools*
 - **Q2:** *E-Commerce Systems*
- **Q3:** *Social Media Management Tools*
 - **Q4:** *Social Listening Tools*

Exklusive Sponsoring Market Overview starts at 9,900 € plus VAT

	Components	Duration
Branding of the market overview	„Sponsored by“ on the PDF of the market overview incl. logo, short company profile and domain	12 months
Branding in the review article	„Sponsored by“ in the editorial coverage on marconomy.de on the topic of the market overview incl. logo, short company profile and domain	12 months
Promotion of the market overview	Distribution/promotion of the market overview on marconomy.de, in the editorial newsletter and via social media	3 months
Qualified leads	Including 100 qualified Leads with sales potential (name, contact information, department, career stage, industry, company with address and company size, interest in the topic)	3 months
optional	Acquisition of additional leads	75 € per lead



Software	ADITO	Aurea	CAS genesisWorld
Kurzbeschreibung	ADITO bietet eine Plattform für Marketing, Vertrieb und Service. Die Software-Lösung kann schnell eingetaktet werden, passt perfekt zum Unternehmen und lässt sich mit wachsenden Anforderungen einfach und individuell weiterentwickeln.	Aurea CRM bietet branchenspezifische Lösungen für Vertrieb, Marketing und Service. Der mobile Außendienst hat vor Ort die wichtigsten Informationen über Kunden, kann Bereiche- und Servicebereiche erstellen, Verkaufschancen aktualisieren oder Prozesse anstellen.	CAS genesisWorld ist eine CRM-Lösung für den Mittelstand mit ausgereifter Funktionsvielfalt – von zentralen Unternehmensprozessen bis hin zu spezifischen Anforderungen einzelner Bereiche. Durch flexible Module passt sich die CRM-Software exakt an die Bedürfnisse an. Intelligente Schnittstellen sorgen für eine nahtlose Integration in bestehende Systeme.
Domain	www.adito.de	www.aurea-crm.de	www.cas-genesisworld.de
Zielgruppe	Kleine Unternehmen (bis 50 Mitarbeiter) mittlere Unternehmen (bis zu 250) große Unternehmen (mehr als 250 Mitarbeiter)	x x x	x x x
Funktionsbereich	analytisches CRM operatives CRM Kontaktmanagement Lead Management Angebotmanagement Beschwerde-Management Service Management Kampagnenverwaltung Marketing/Newsletter Außendienst E-Commerce Schichtenmanagement Projektmanagement	x x x x x x x x x x x x x x	x x x x x x x x x x x x x x
Technische Details	webbasiert / Cloud? On-premise / Cloud?	Web-Client On-premise, Cloud (SaaS)	webbasiert, Cloud-Installation Client, native Apps On-premise, Cloud
Subsysteme	MS Office, MS Exchange, Lotus Notes, CTI-Anbindung, Anbindung beliebiger ERP-, DMS- und BI-Systeme	alle gängigen Schnittstellen Technologien werden unterstützt	ERP-Connect, Data-Connect, TAPI, Microsoft Exchange, IMAP, LDAP-Anbindung, Datenabgleich mit der Adressenliste, Schnittstelle zu E-Mail-Marketing Internal und External, Microsoft Project und Open Workbench, TPO3
Kosten	Preismodell TCO (40 Sales-Mitarbeiter) TCO (5 Sales-Mitarbeiter)	Subskriptions-Modell (Plattform o. Basic-Modul ab 69 € pro Monat oder Basic-Modul o. Branchen-Modul ab 89 € pro Monat) ab 35.120 € pro Jahr ab 4.140 € pro Jahr	alle gängigen Betriebssysteme Android, iOS, Microsoft Windows, Web-Browser Lizenz pro User zum Kauf, Monats-Finanzierung und Leasing Subskription 21.900 € pro Jahr Software erst ab 10 User verfügbar Miete: ab 1.156 € pro Monat Kauf: ab 22.000 € Miete: ab 149,50 € pro Monat Kauf: ab 2.750 €



Short Profile

marconomy – the specialist medium for B2B marketing, communication & sales

marconomy is the specialist medium for B2B marketing, communication and sales. With the specialist portal www.marconomy.de, the conventions (Lead Management Summit, B2B Marketing Days, Barcamp Tour) and the seminars for professional development, marconomy shows how trends from the consumer sector are also applicable in B2B companies. The specialist medium has thus created a community that guarantees cross-sector input for the professional challenges of marketing, communication and sales managers from industrial and technology companies.

> 14,400 fans & followers

23 % newsletter-opening rate

> 750 congress- und seminar-participants

Ø 21,000 unique users/month

Ø 134,000 page impressions/month

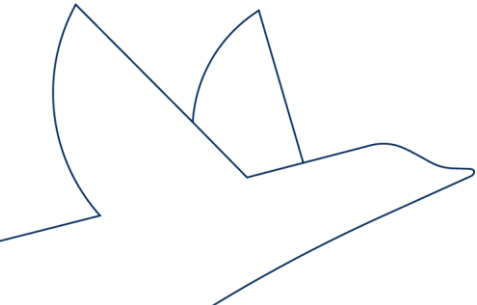
Ø 84,900 visits/month

42,980 contacts through registered users and newsletter recipients



 *Get in contact
with us!*

We look forward to hearing from you



VOGEL COMMUNICATIONS
GROUP

CONTACT

sales@vogel.de
+49 931 418 2982

**VOGEL COMMUNICATIONS GROUP
GMBH & CO. KG**

Max-Planck-Straße 7/9
97082 Würzburg

