

# Get More from Uberflip with DemandGen

## Why DemandGen?

DemandGen guides and empowers marketing leaders along every step of their digital marketing journey, working side-by-side with their teams to help them take advantage of the best-available marketing technologies. Our team of talented, passionate experts delivers the tools, knowledge and support companies need to drive demand, achieve operational excellence and elevate marketing's impact in their organization.

## SERVICES FOR UBERFLIP

DemandGen partners closely with Uberflip to help marketers drive more value from their investment in Uberflip. We will assist you with everything you need, here's how we can help:



### Uberflip Hub Implementation

Are you new to Uberflip? Want to hit the ground running? DemandGen can help! Our experts can implement your Uberflip Hub for you. All we need from you is a content map and production-ready assets, and our team will handle the rest:

- Integrating the Hub with your website
- Aggregation of content
- Content formatting
- Organization of content into marketing & sales streams
- Tagging, descriptions, and smart filter placement
- Creation and placement of calls-to-action (CTAs)
- Marketing Automation (MA) integration
- Other integrations as required (e.g. Google Analytics)
- SEO optimization
- Hub Privacy
- And much more!



### Content Engagement Consulting

Want to bring the "art of the possible" to life? DemandGen's best-practices consultants bring real-world experience as marketing practitioners and have extensive expertise in areas such as Account-Based Marketing (ABM), Lead Management, and Content Strategy. They are experts at working with organizations to craft effective digital content marketing strategies and leverage marketing technology to achieve their business goals. Our team can help you maximize the value from your investment in Uberflip and your MA platform by:

- Assessing and optimizing your current content strategy
- Using content engagement and intent data to enhance the overall buyers' journey
- Establishing the KPIs and goals that matter most for your content strategy
- Incorporating Uberflip-hosted content into your nurture campaigns
- Driving deployment and adoption of Uberflip across the organization
- Laying out a roadmap of recommendations to advance your content performance maturity
- Identifying quick wins to help you gain more value from Uberflip
- And more!



### Uberflip Managed Services

Need an extra set of hands to manage your Uberflip Hub(s)? DemandGen provides turn-key Uberflip managed services to build out campaigns and accomplish day-to-day tasks within the Uberflip platform, including:

- Monitoring of Hub for asset discovery/management
- Assistance with asset management
- Upload and tagging of new assets
- Reporting of Uberflip metrics: conversions, views visitors, etc.
- Recurring status calls
- Consulting on Hub strategy

**LEARN MORE:** For more information about DemandGen's Uberflip services, please contact us at [info@demandgen.com](mailto:info@demandgen.com).