SponsorLoom

CLIENT GUIDE · 2026

The *extended arm* of your enterprise marketing.

Everything you need to know about SponsorLoom — what we do, our services, and exactly how we work together to grow your pipeline.

SponsorLoom
B2B Digital Marketing · Advertising · Lead Generation

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INSIDE THIS GUIDE

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WELCOME

Thank you for considering SponsorLoom.

Your marketing team has the vision. What it often lacks is time, people and reach. That's exactly the gap we fill.

SponsorLoom works as the **extended arm of your marketing team**. We find the business buyers who match your ideal customer, get them interested in your brand, and hand your sales team verified, ready-to-talk leads — with full transparency at every step.

This guide explains our services in plain language and walks you through exactly how we work together, from the first call to ongoing growth. If anything is unclear, just ask — your dedicated account manager is always one message away.

— The SponsorLoom Team

01 · ABOUT SPONSORLOOM

We bring you customers who are *ready to talk.*

SponsorLoom is a B2B digital marketing, advertising and lead generation company. Like a loom weaving single threads into strong fabric, we bring data, content, advertising, email and outreach together into one coordinated growth programme.

What we do, in three simple steps

01

We find them

We identify the companies and decision-makers that match your ideal customer — including those already researching solutions like yours.

02

We warm them up

We reach them with useful content, targeted ads, emails and calls so they know your brand and want to learn more.

03

We hand them over

Every interested buyer is verified and delivered to your sales team with all the details needed to start a conversation.

Our mission

Give every B2B marketing team the reach and power of a world-class demand team — and make every marketing dollar accountable.

Our vision

A world where business buyers get relevant, respectful outreach, and sellers reach the people who truly need them.

Our promise

Partner, not vendor. We share your goals and measure ourselves by your results — not by hours or activity.

Our values

- **Partnership first** — we work like part of your team.
- **Quality over quantity** — one real buyer beats a hundred random names.
- **Total transparency** — clear pricing and honest reporting.
- **Privacy by design** — consent and compliance built in.

Who we help

B2B companies — especially where deals are large and decisions involve several people: Software & SaaS · Cybersecurity · Cloud & IT Services · FinTech & Banking · Healthcare & Life Sciences · Manufacturing · Telecom · HR Tech · Marketing Technology · Professional Services · Logistics · EdTech.

02 · SERVICES AT A GLANCE

Nine services. *One partner.*

Choose one service, or let us combine several into a complete growth programme.

Service	In simple words	Best for
B2B Lead Generation & Content Syndication	We share your content with the right business people; those who download and agree to be contacted become your leads.	A steady weekly flow of new, qualified contacts
Account-Based Marketing (ABM)	We focus on a short list of dream companies and reach every decision-maker inside them.	High-value deals with large organisations
Intent Data Targeting	We find companies researching your type of product right now and reach them first.	Talking to buyers who are ready now
Paid Ads & Programmatic	Online ads on LinkedIn, Google, Meta and more — measured by leads, not clicks.	Fast visibility and product launches
Appointment Setting	Our trained callers speak to prospects and book meetings into your sales calendar.	Sales teams who want meetings, not lists
Email Marketing & Automation	Automatic, helpful emails that keep leads interested until they're ready to buy.	Stopping leads from going cold
SEO & Content Marketing	Expert content and website improvements so buyers find you on Google.	Long-term, low-cost demand
Events & Webinar Promotion	We fill your events with the right attendees and follow up afterwards.	Webinars, summits and trade shows
Premium Brand Visibility & Sponsored Content	Your brand in trusted newsletters, publications and communities your buyers already read.	Becoming the recognised name in your market

How our services work together



What each service *includes.*

01 B2B Lead Generation & Content Syndication

Your guides, reports and eBooks are promoted across trusted business websites and newsletters, filtered by job title, industry, company size and country.

WHAT YOU GET

Weekly verified, opt-in leads · answers to your own qualifying questions · content performance report · clear cost-per-lead pricing.

HOW IT WORKS

Your content → right audience → download + consent → 5-step check → your CRM.

02 Account-Based Marketing (ABM)

Big deals are decided by 6-10 people. ABM makes sure all of them see your brand with messages that speak to their role.

WHAT YOU GET

Target account list with key contacts · role-specific messages and creative · engagement scores · alerts when an account heats up.

HOW IT WORKS

Pick accounts → map decision-makers → personalise → multi-channel outreach → meetings.

03 Intent Data Targeting

When a company's staff read lots about a topic linked to what you sell, that's a buying signal. We track these signals and rank the hottest accounts.

WHAT YOU GET

Weekly list of in-market companies · leads with research context · higher conversion on every campaign.

HOW IT WORKS

Pick topics → track research signals → rank hot accounts → reach them first.

04 Paid Ads & Programmatic Advertising

We plan, design and manage ads on LinkedIn, Google, YouTube, Microsoft, Meta, display networks and connected TV — all tracked back to your CRM.

WHAT YOU GET

Media plan and budget advice · ads, copy and landing pages · weekly optimisation and reporting.

HOW IT WORKS

Plan → create → launch → test & improve → report on leads and pipeline.

05 Appointment Setting

Our sales development reps learn your product, contact prospects by phone, email and LinkedIn, and book qualified meetings for your sales team.

WHAT YOU GET

Booked meetings with decision-makers · call notes and recordings · reminders to reduce no-shows.

HOW IT WORKS

Research → call · email · LinkedIn → qualify → book → handover notes.

More ways we *grow* your pipeline.

06 Email Marketing & Automation

> Most new leads aren't ready to buy on day one. We build email journeys and lead scoring in your marketing software so leads keep learning — and sales is alerted at the right time.

WHAT YOU GET

Email journeys written and built · lead scoring and sales alerts · monthly performance report.

PLATFORMS

HubSpot · Salesforce · Marketo · Oracle Eloqua · Pardot · Microsoft Dynamics · Mailchimp.

07 SEO & Content Marketing

> We research what your buyers search for, write expert articles and guides, and improve your website so it ranks higher and converts more visitors.

WHAT YOU GET

Quarterly content & SEO roadmap · monthly articles and landing pages · rankings, traffic and leads report.

HOW IT WORKS

Audit → keyword plan → create content → optimise → track rankings.

08 Events & Webinar Promotion

> We promote your webinar or event to your target audience, send reminders so people attend, and follow up afterwards with emails and calls.

WHAT YOU GET

Registration page and promotion plan · qualified registrant list · attendance and pipeline report.

HOW IT WORKS

Promote → registrations → reminders → event → follow-up.

09 Premium Brand Visibility & Sponsored Content

> Sponsored articles, newsletter placements, podcasts and industry publications that build your reputation — so buyers know your name before they need you.

WHAT YOU GET

Media plan with selected placements · sponsored content written for you · reach, engagement and brand-lift report.

HOW IT WORKS

Brand goals → pick trusted media → create content → publish → measure reach.

Not sure which services you need?

That's completely normal. On your free strategy call we'll look at your goals, budget and timeline, and recommend the fastest, most cost-effective mix for your business.

04 · HOW WE WORK

The 7-step *client process.*

A clear, proven path from your first call to a full pipeline — so you always know what's happening and what comes next.

1. **Free strategy call** — DAY 1
   A relaxed 30-minute conversation about your business, ideal customers and sales goals. No sales pressure.
2. **Custom growth plan & proposal** — DAYS 2–5
   A written plan with recommended services, audience size, lead targets, timeline and transparent pricing.
3. **Agreement & onboarding** — WEEK 1
   Simple agreement, kickoff meeting, your dedicated team, and a written definition of a "qualified lead".
4. **Setup & build** — WEEKS 1–2
   We build audience lists, ads, emails, landing pages, call scripts and connect delivery to your CRM.
5. **Pilot launch** — WEEKS 2–3
   Campaigns go live with a first batch of leads. You review them and we fine-tune before scaling.
6. **Full launch & optimisation** — MONTHS 1–2
   Full volume, weekly testing and improvements to lower cost and raise quality.
7. **Review, report & grow** — ONGOING
   Monthly reviews and quarterly growth plans. We scale what works into new audiences and regions.

04 · HOW WE WORK (DETAIL)

What we do — and *what we need from you.*

Step	SponsorLoom does	You provide
1. Strategy call Day 1	• Understand your product & market • Discuss your ideal customer • Review current results	• 30 minutes • Your sales targets • Description of best customers
2. Plan & proposal Days 2–5	• Size your target audience • Recommend services & channels • Set lead targets and pricing	• Review with your team • Questions & feedback • Confirm budget and start date
3. Onboarding Week 1	• Agreement & onboarding form • Assign dedicated team • Kickoff & lead criteria	• Signed agreement • Completed onboarding form • Brand guidelines, one main contact
4. Setup & build Weeks 1–2	• Audience & contact lists • Ads, emails, landing pages, scripts • CRM connection	• Content assets • Approval of creative • CRM access & exclusion lists
5. Pilot launch Weeks 2–3	• Launch campaigns • Deliver pilot batch • Fine-tune targeting	• Review pilot leads within 5 business days • Sales team feedback • Sign-off to scale
6. Full launch Months 1–2	• Deliver leads on schedule • Weekly improvements • Replace off-criteria leads	• Fast follow-up on leads • Share which leads became opportunities
7. Review & grow Ongoing	• Monthly review call • Quarterly business review • Scale best programmes	• Attend reviews • Updated sales goals • Approve next quarter's plan

05 · LEAD QUALITY & DATA PRIVACY

What *"qualified"* really means.

A lead is a real person at a real company who has shown interest and agreed to be contacted. Before any lead reaches you, it must pass all five checks.

- **1. Right person** — job title and seniority match your target.
- **2. Right company** — industry, size and location match your market.
- **3. Real contact details** — email and phone are verified.
- **4. Real interest** — engaged with your content and answered your questions.
- **5. Permission given** — agreed to be contacted, with consent recorded.

Our replacement promise

Any lead that doesn't meet the criteria we agreed together is replaced free of charge. Simply flag it within the agreed review window.

JM

J. Morgan
Head of IT Infrastructure

A+ match

Company	Enterprise retail group
Company size	5,000+ employees
Location	United States
Engaged with	"Cloud Security Guide"
Buying timeline	Next 3–6 months
Email & phone	✓ Verified
Consent to contact	✓ Recorded

Example only — for illustration.

Data privacy & compliance

Every contact we deliver has agreed to be contacted. Our processes are designed around major privacy and marketing laws, we honour your suppression lists across every channel, and consent records are kept for every lead.

GDPR (EU/UK) · CCPA / CPRA (California) · CASL (Canada) · CAN-SPAM (US) · TCPA (US calls)

Clear roles. *No confusion.*

Task	SponsorLoom	You (the client)
Define ideal customer & lead criteria	Lead it	Approve
Build audience & target lists	Do it	Share customer list to exclude
Create ads, emails & landing pages	Do it	Approve
Content assets & brand files	Advise / create if needed	Provide
Run campaigns & outreach	Do it	—
Verify & deliver leads	Do it	—
Follow up leads & run sales meetings	Support (SDR option)	Do it
Share lead outcomes (won / lost)	Track & analyse	Provide
Reporting & optimisation	Do it	Review

How we keep you updated

DAILY

Lead delivery

To your CRM, email or secure file.

WEEKLY

Progress report

Leads, quality, cost and next improvements.

MONTHLY

Review call

30–45 minutes with your account manager.

QUARTERLY

Business review

Results vs. goals and next quarter's plan.

Your dedicated team

Account Manager

Your main contact for goals, reports and reviews.

Growth Strategist

Plans campaigns, messaging and channel mix.

Data Analyst

Builds audiences and measures results.

Media & Email Specialists

Run ads, email and automation day to day.

SDR Team

Calls prospects and books meetings.

Quality & Compliance

Checks every lead and protects data.

07 · WAYS TO WORK TOGETHER

Three simple ways to *get started.*

Every plan is tailored to your goals, audience and budget. Exact pricing is confirmed in your custom proposal — no hidden fees.

STARTER

Pay Per Lead

Pay only for leads that match the criteria we agree.

- Lead generation & syndication
- Your qualifying questions
- Free replacement of bad leads
- Weekly delivery & report

GROWTH · MOST POPULAR

Monthly Partnership

A complete multi-channel programme run by your dedicated team.

- **Dedicated** account manager
- Leads + ads + email combined
- Appointment setting option
- Monthly review calls

ENTERPRISE

Team Extension

A full SponsorLoom team working inside your marketing department.

- Strategists, media & SDRs
- Global, multi-language
- Custom data & reporting
- Quarterly business reviews

Your onboarding checklist

Having these ready makes your launch faster. Missing something? We'll help you create it.

- **Ideal customer profile** — industries, sizes, regions, job titles.
- **Sales goals** — leads or meetings needed per month.
- **Content assets** — whitepapers, case studies, eBooks, webinars.
- **Brand guidelines** — logos, colours, fonts, tone of voice.
- **CRM details** — where leads should be delivered.
- **Exclusion lists** — current customers and competitors.
- **One main contact** — to approve work and give feedback.
- **Review window** — who checks leads, and how fast.

7–10 days
Kickoff to first campaign live

5 checks
On every single lead

100% opt-in
Every contact agreed to hear from you

1 contact
A dedicated account manager

Marketing terms, *made simple.*

Lead — Interested potential customer

A real person who showed interest and shared their contact details.

MQL — Marketing Qualified Lead

A lead who fits your target and has engaged with your marketing.

SQL — Sales Qualified Lead

A lead your sales team agrees is worth a sales conversation.

CPL — Cost Per Lead

The price you pay for each qualified lead.

ABM — Account-Based Marketing

Targeting a chosen list of companies, not the whole market.

Intent — Intent Data

Online research signals that show a company may buy soon.

ICP — Ideal Customer Profile

A description of the companies and people you most want to sell to.

CRM — Customer Relationship Management

Software like Salesforce or HubSpot where your leads are stored.

Frequently asked questions

How quickly will I see leads?

Most campaigns go live within 7–10 business days of kickoff, with a first pilot batch of leads to review soon after.

What if a lead isn't good enough?

We agree clear criteria before launch. Any lead outside them is replaced at no extra cost.

How much does it cost?

It depends on your audience, regions and goals. After the free strategy call you receive a clear proposal with exact pricing.

Do I need a long contract?

No. Many clients start with a pay-per-lead pilot before moving to a longer partnership.

Is the data privacy-compliant?

Yes. Every contact has opted in, and our processes follow GDPR, CCPA, CASL, CAN-SPAM and TCPA requirements.

SponsorLoom

LET'S GET STARTED

Ready for more of the *right* conversations?

Book your free 30-minute strategy call. You'll receive a custom growth plan with audience size, lead targets and pricing — with no obligation.

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Book your free strategy call →

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