



Spear Marketing Group and ReachForce Announce Strategic Partnership

Leading B2B demand generation agency to provide data cleansing and data enrichment capabilities to its high tech clients

WALNUT CREEK, CA AND AUSTIN, TX, June 27, 2013 /EINPresswire.com/ -- Spear Marketing Group, a leading [B2B demand generation agency](#), has announced a strategic



partnership with ReachForce, a leader in cloud-based B2B data solutions for marketers. Through the alliance, Spear plans to utilize ReachForce's data enrichment capabilities and SmartForms™ technology to enhance the effectiveness of [demand generation](#), [lead nurturing](#), and customer marketing programs that the agency designs and executes for its B2B clients.

"At Spear, our clients count on us to deliver measurable results and a better return on their marketing investment," said David Van Cott, Vice President Business Development at Spear. "The success of the demand generation programs and strategies that we develop on their behalf depends first on data quality – and we see ReachForce as a key partner in helping establish that foundation of success. Their technology will help us, and our clients, improve marketing results and ROI. It's a win-win for us."

Designed specifically for B2B marketers, SmartForms is a marketing data enrichment solution that appends data in real-time as leads are submitted. Whether for webinar registration, paid search landing pages, content marketing, email response landing pages or contact forms, SmartForms enables marketers to streamline landing pages and increase conversions, without losing rich firmographic and demographic data that ensures sophisticated segmentation and accurate lead routing.

In addition to SmartForms, Spear clients will also be able to improve the quality of their marketing databases and implement more comprehensive data strategies through the use of ReachForce's Data Cleansing & Appending and its Precision Contact Targeting Services.

"B2B marketers turn to ReachForce's data solutions in order to increase marketing effectiveness," said Justin England, VP Business Development & Alliances at ReachForce. "By combining increased data quality with Spear's expertise across the lead lifecycle - in demand generation, lead nurturing, and customer marketing – marketers can increase conversions, nurture prospects more effectively, and deliver qualified leads to sales more rapidly. We are thrilled to be partnering with the experts at Spear."

ReachForce's SmartForms and Data Cleansing & Enrichment services are also tightly integrated with Marketo (NASDAQ:MKTO), making it of particular appeal to Spear, a long-time Marketo agency partner. The firm currently counts more than 30 Marketo customers amongst its clients.

About Spear Marketing Group

Spear Marketing Group is a full-service B2B marketing agency specializing in demand generation, lead management and ROI-based marketing for high-technology companies. The firm helps its clients generate, nurture, and convert leads to revenue by utilizing a unique, holistic approach blending strategic expertise, creative flair, and a deep understanding of marketing technology. Clients include Dropbox, Navicure, and WatchGuard. For more information, visit www.spearmarketing.com.

About ReachForce

ReachForce delivers cloud-based data solutions for B2B marketing professionals to accelerate leads to revenue. The ReachForce Connected Marketing Data Cloud provides continuous marketing data enrichment and insights to help customers reach their maximum revenue velocity. Since 2005, more than 400 leading companies including Act-On Software, Dassault Systemes (EPA:DSY), Eloqua (NASDAQ:ORCL), GXS, Marketo (NASDAQ:MKTO), ReadyTalk, and Webtrends are increasing the effectiveness and driving higher revenue velocity through digital marketing automation initiatives with better quality and enriched lead data and insights from ReachForce. For more information about ReachForce and landing page best practices, visit our site at www.reachforce.com.

Press release courtesy of Online PR Media: <http://bit.ly/19xOK54>

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