

INFUSEmedia is poised to deliver 25,000 potential business opportunities to help businesses in the US and Europe.

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"As sure as the spring will follow the winter, prosperity and economic growth will follow recession."

– Bo Bennett

The last few months have been unprecedented for our industry, our country, and the world. As the economy plunged to a double-digit unemployment rate, so did the hopes and dreams of many businesses struggling to survive.

As a young entrepreneurial company in the B2B demand generation space, there was only so much we could do to help alleviate the economic pain. But I felt strongly that whatever help we could provide was worth the effort. In March 2020, standing in solidarity with those in our industry most impacted by the pandemic, we pooled our resources to provide 100 companies with 100 B2B leads each, a total of 10,000 potential new business relationships—absolutely free of charge or obligation.

The response was so overwhelming that on April 1, we extended the program for an additional 30 days, in alignment with the Federal Government's timeline to slow the spread. Hundreds of companies reached out for help through the very last day in April—for a total lead count far exceeding what we originally committed. One marketing executive called our offer to jump start their dormant lead generation campaign a "lifeline".

Since the close-out of the program, I continue to receive inquiries from companies needing help. It pains me to see statistics like this: 3.3 million businesses shut down between February and April—the largest decline in the number of business owners ever, according to the National Bureau of Economic Research.

I simply cannot look away. As a business owner myself, I am stunned. I realize our help is needed more than ever.

And so, inspired by my team's ingenuity and resolve, I am offering a new program, designed to jump-start B2B businesses that saw dramatic reductions in growth during the pandemic.

INFUSEmedia is offering small and medium-sized businesses a Demand Generation Business Reopening Toolkit, consisting of the following resources designed to help your business grow quickly—absolutely free of charge:

1. **100 leads, generated via multi-channel approaches, ABM, or intent campaigns and targeted specifically to the needs of your business**
2. **Customized banner advertising set, complete with copy and lead-appropriate CTAs**
3. **Custom audit of your current content strategy**
4. **Email marketing pack to help you jump-start your outreach**
5. **Guide on lead nurturing containing best practices on turning leads into viable opportunities**

Because the economy has been slow to roll forward, this program will run through the end of Q3 2020, or until such time when we've exhausted our capacity.

Sign up or email us at 100free@infusemedia.com for consideration.

INFUSEmedia is poised to deliver 25,000 leads to struggling businesses: that's thousands of new relationships in a world hungry for progress and connections. I believe that sound B2B lead generation practices, coupled with measures that are targeted at economic recovery in Q2 and Q3, cue up success in Q4 and beyond.

I stand in solidarity with my fellow colleagues, determined to bring back our economic growth.



Alexander Kesler
Founder & CEO
INFUSEmedia