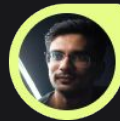
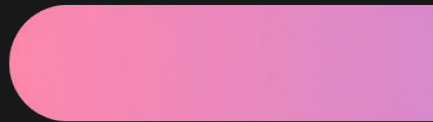
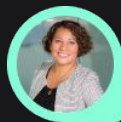




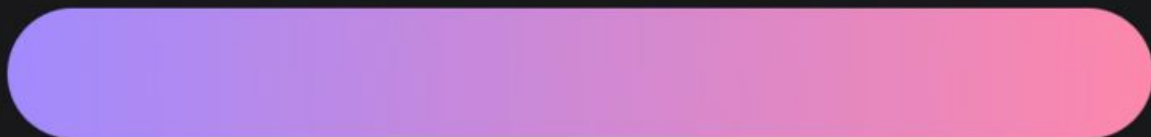
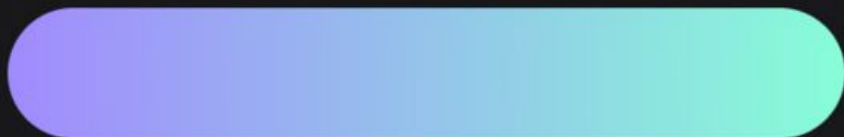
Zapnito x B2B Marketing

How B2B Marketing cemented their position as a go-to resource for B2B marketers with Propolis





PROPOLIS
FROM B2B MARKETING



With Propolis, B2B Marketing are placing themselves at the intersection of intelligence and community to raise the bar in the industry

Key highlights

- Tailored expert content delivery
- Centralized collaboration hub
- Rapid community growth and engagement
- Data-driven insights for optimization
- Scalable, self-sustaining platform

The Community Challenge

Much of B2B Marketing's expertise was shared in the form of in-person events, such as in-house training sessions and quarterly conferences, including Get Stacked and Ignite. The pandemic made such events impossible, meaning they needed a new way to connect with their members.

Another issue which ultimately prompted B2B Marketing's embracing a community model was the decline in print media. The organization had previously published the quarterly B2B Marketing magazine, which is coming to an end with the winter 2021 edition.

These challenges were the driving force behind the decision to launch B2B Marketing's Propolis community, which is named after the glue produced by honeybees.

Self sustaining community

Create a self-sustaining, engaging platform that delivered tangible value to all members

Expert resources

This platform needed to provide expert resources, promote collaboration, and align the varied goals and expertise of its stakeholders

The Zapnito Solution

To address B2B Marketing's unique challenges, Zapnito delivered a tailored community platform designed to help marketers learn from one another and stay up to date with new developments in the industry.

Expert content delivery

B2B Marketing leveraged Zapnito to deliver curated resources and tools, helping members access high-value, goal-aligned content.

Facilitated collaboration

The platform offered a central hub for members to connect, share knowledge, and collaborate across industries.

Scalable community engagement:

Zapnito equipped B2B Marketing with tools to encourage ongoing participation, helping to build a self-sustaining, engaged community.

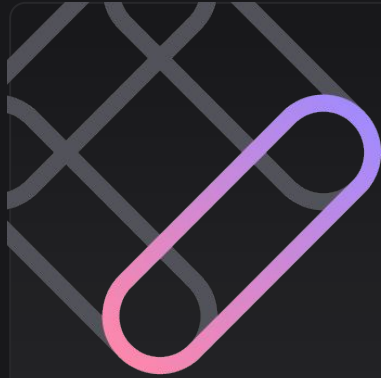
Data-driven Insights

Advanced analytics enabled B2B Marketing to track engagement, identify trends, and optimize content delivery to better meet member needs.

Results

350+

active community
members



180+

pieces of content
published across the 8
Hives

3%

increase in stickiness



Why Zapnito?

B2B Marketing chose Zapnito for its ability to deliver a customized, scalable platform that aligned with their mission and member needs.

Zapnito's robust features, combined with its focus on facilitating collaboration and providing data-driven insights, empowered B2B Marketing to create a dynamic, self-sustaining community.

Zapnito's Customer Success team maintained a close working relationship with B2B Marketing from the early stages of planning their community, helping to establish specific KPIs for Propolis that were aligned with their own vision for the community, giving them a clear goal to work towards

B2B Marketing and Zapnito will continue to work closely together in order to ensure that Propolis is moving in the right direction and delivering value to its members.

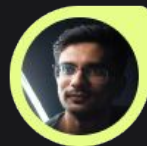
“

Zapnito arrived and had everything we needed out of the box.



James Farmer

Co-Founder, B2B Marketing



Thank you

Find out more at <https://zapnito.com>