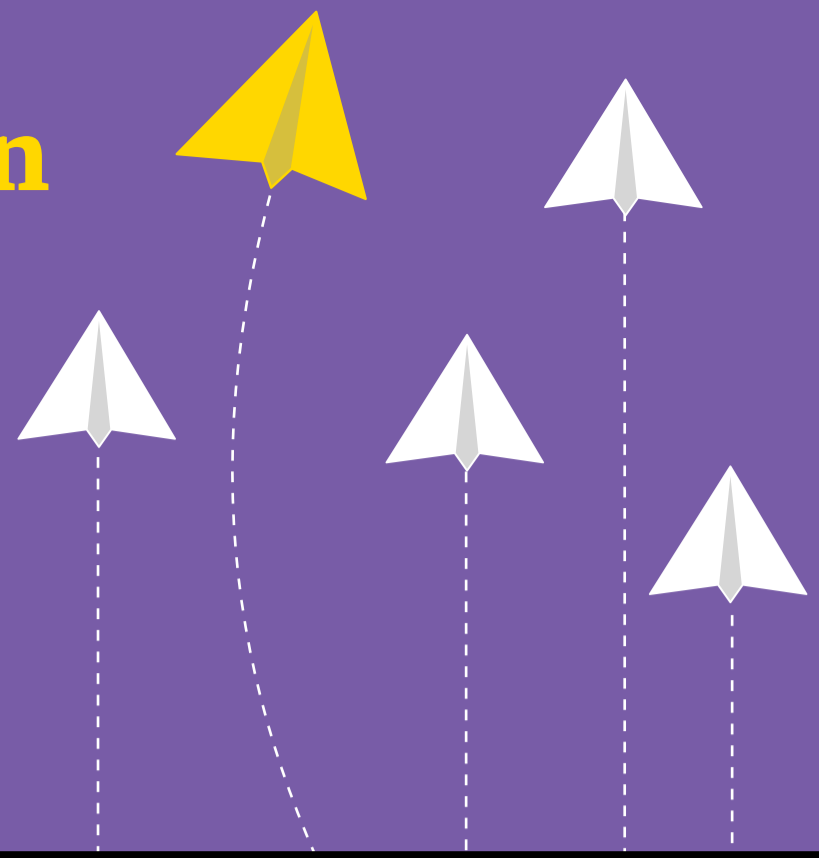


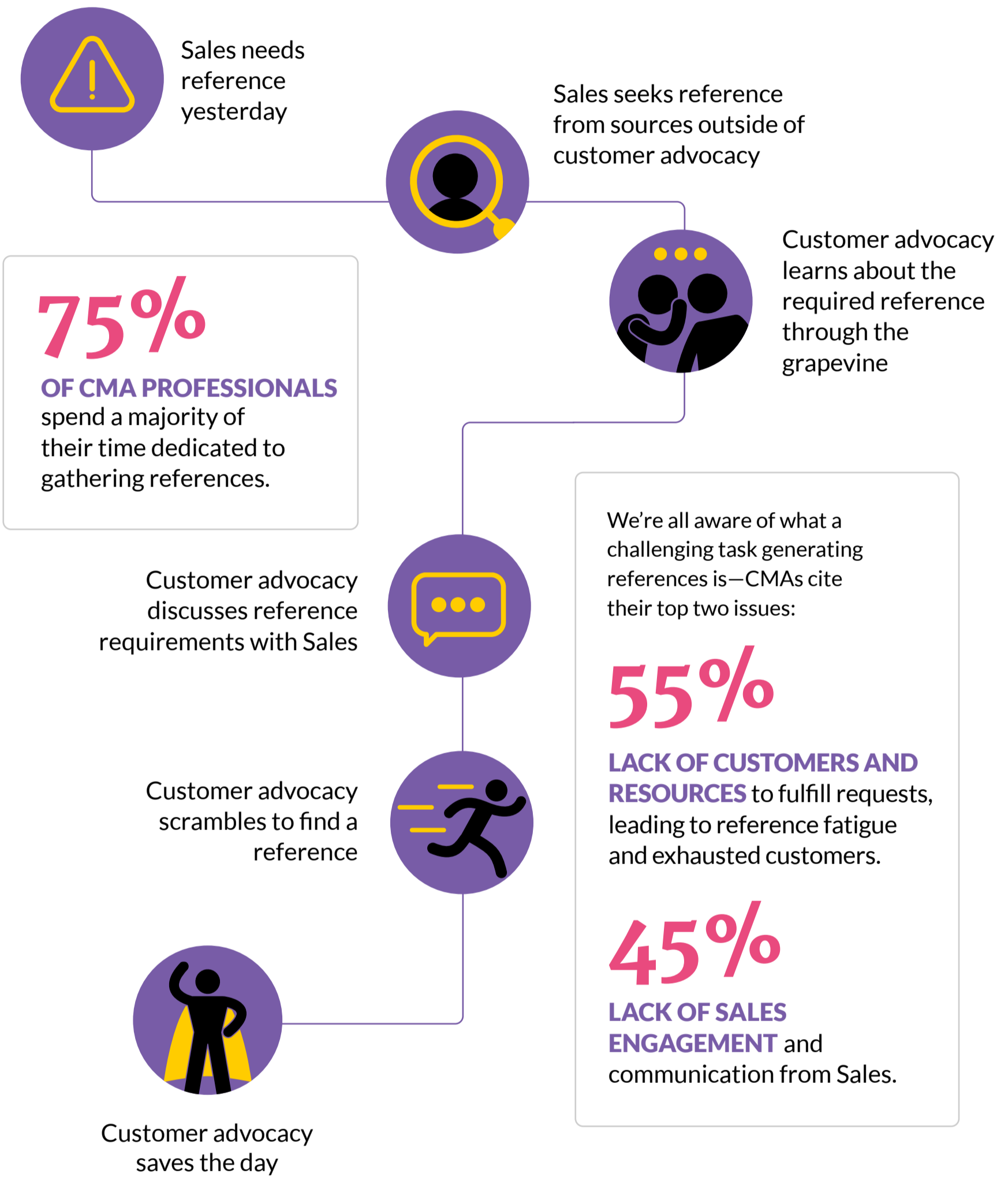
# Start Your Own Reference (R)evolution

How to maximize customer voice and minimize workload

Customer marketing advocacy programs have come a long way. Today, Customer Marketing is one of the fastest growing positions globally as organizations realize the value of investing in the customer voice. But, certain priorities like reference management remain “stuck” without the resources or internal buy-in to make the process work effectively and efficiently— for CMA professionals and customers.



## The Challenges



## What would help you evolve to the ideal state?

**60%**

**MORE CANNED/  
REUSABLE** reference content to fulfill requests

**30%**

**IMPROVED ADHERENCE** to an internal process for reference management

## The good news?

There are simple steps you can take to develop stronger reference content, better manage the overall reference process and improve relationships with sales...while minimizing your workload and without overburdening your customers.

[Learn more](#)