

Spear Growth Partnership Program

Who we partner with:

- Marketing & Sales Professionals working with B2B SaaS companies
- Martech companies selling to B2B SaaS companies.
- Agencies with complementary service offerings.

Requirements:

- Established Company/agency with 5+ paying customers.
- Typical clients include B2B SaaS companies
- Sign a mutual NDA to ensure confidentiality for you & Spear Growth (NDA not required for other agencies)
- Case studies, testimonials, or any sample of the quality of work. This will enable us to recommend customers to you.

What you get:

- 10% of the revenue generated from any contracts signed with the customers referred to us by you.
- Co-marketing opportunities
 - Participate in an interview series around B2B SaaS marketing promoted to our audience and in our community of marketers.
 - Your company is featured on a dedicated partnership page on the [Spear Growth website](#).
 - Social media shoutouts for your company and the customer you referred.

Potential future ideas:

- Opportunity to join a dedicated group of our partners, all working with other B2B SaaS companies. We can discuss partnerships and co-marketing activities here.
- Shared hiring pool for marketers.

Who to refer to us:

We provide two services: [SEO enablement](#) and [Performance Marketing](#).

- B2B SaaS Companies
- Either of these is true:
 - Funding: Seed to Series C
 - Revenue: 8M ARR+
- Stage of the company: Growth stage i.e. either looking to scale rapidly or are looking to launch their marketing or are planning a GTM of a product, to a new region.

What is expected of you:

- Make referrals only if you think Spear Growth would be a good solution for your referrals.
 - We understand how important your and your business' reputation is, we don't want referrals that don't make sense.
- Alert us through email/Slack/LinkedIn of any referrals you pass our way
 - This way we can pass along the referral fee.

What is not expected:

- A constant stream of referrals
 - As mentioned above, only refer clients when you find someone who you feel may have a real need and be a good fit for our services.

Resources:

- Services
 - [Performance marketing](#)
 - [SEO Enablement](#)
- Customer Case Studies:
 - [On our website](#)
 - [On Clutch](#)

Contact:

[Schedule a call with ishaan](#)

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