



2024 COMMUNITY ENEWS

Reach over 70,000 service desk and support professionals every month through sponsorship of SDI's community newsletter

ENGAGE. CONNECT. GROW.

SERVICEDESKINSTITUTE.COM
partnerships@sdi-e.com



REACH 66K ITSM PROFESSIONALS

FULL YEAR SOLE SPONSOR £11,400 +VAT, QUARTERLY SOLE SPONSOR £3,000 +VAT
MONTHLY SOLE SPONSOR £1,150 +VAT

There is no more cost effective way to hit the inbox of up to 66,000 ITSM professionals than SDI's monthly community news email, showcasing the latest industry news, insight and inspiration. By becoming the sole sponsor your feature can't fail to get noticed; share your whitepapers, guides, webinars and events – we can even segment by country if you prefer to be more targeted. Don't overlook this effortless way to promote your content or event alongside SDI's own articles, while generating web traffic, leads, registrations, or awareness.

CHOOSE FROM ONE OF THESE OPTIONS:

Top
Section

Large image at top of email, large headline text, body text and url links

Event
Advert

Below top section with medium sized image, event text and event url link

Article
Section

Below events section with small image for article, text and url link to full article

Banner
Section

At bottom of newsletter, full width image with url link

1,735

Average total clicks per email
[Feb23-Oct 23]



REQUEST TO VIEW AN EXAMPLE
E-NEWSLETTER FROM:
partnerships@sdi-e.com

NEW!

ACCESS TO SDI'S SOCIALS & BLOG

Looking to amplify the reach of your latest promotional campaign? Why not bolt on access to SDI's blog and social media channels to sponsorship of the monthly newsletter? SDI delivers engaging content to our global community through our increasingly popular blog and social media channels and we are delighted to offer your brand access so you can amplify your brand's content to our exclusive community too. Here's how:

- Your content or blog article on the SDI blog with web link and image of your choice (or a summary blog on the SDI website with link to existing blog article on your own website)
- Feature in the top blog section of SDI community newsletter to just over 66k ITSM prospects globally - with link to blog (and your website if required) - sent end of each month
- A branded post on SDI's LinkedIn group which we will then recommend so it hits the LinkedIn inbox of to 30k group members - all IT professionals
- A branded post on SDI's LinkedIn company page promoting your blog or article, tagging your company's LinkedIn page and team members - 13k followers
- X (formerly known as Twitter) posts on @sdi_institute's feed promoting your content or blog to 5.6k followers - 1 post per week for 4 weeks
- Your post will be duplicated on SDI's Facebook and Instagram channels

£1,495 +VAT



NEW!



ACCESS TO SDI'S SOCIALS & BLOG

SDI Blog

SDI Global Partnership | Blog | About SDI | Search | Items 0

Service Desk Certification | Training & Development | Service Improvement | Membership & Community | Events & Networking | Tools & Technology | Service Desk Insight

Search Blog

Recent Posts

- USA Contractors Power Design Achieve 3 Star Certification
- Omnichannel: How to Use It to Deliver Outstanding Customer Experience
- DS Smith Pack A Punch At The SDI Awards

Categories

- Blog (274)
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- SDI'S Conference For SDI19 Conference (3)

Community News

66,000

Learn | Watch | Read | Improve

January 2023

Member News.

Top Enterprise Tech Trends in 2023

IFS assyst

DOWNLOAD

This month's top blogs. See all >

Keep-up-to-date with the latest trending interviews, research and case studies from some of the most amazing contributors across the industry.

- Why Omnichannel Matters** - How to deliver great omnichannel experiences.
- How To Win An SDI Award** - Take a peek at a winning award entry from the SDI Awards 2022.
- Confessions Of An Ex-CIO** - Treat the Service Desk as the most valuable part of an organisation.
- Becoming Human-centric** - Alan Rance shares his tips about achieving ultimate CX.

SDI Twitter 5,600

ServiceDeskInstitute

11.6k Tweets

Inspiring service desk & support teams to be brilliant

Follow

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SDI is the place for #servicedesk & #ITSM professionals to connect, share, learn, network and keep up-to-date with the latest in the IT service industry.

London, England | servicedeskinstute.com | Joined November 2010

2,722 Following | 5,585 Followers

Tweets | Tweets & replies | Media | Likes

Planned Tweet

ServiceDeskInstitute @sd_i_institute · 20 Jan

Join us for this insightful webinar to discover how @sumofussoftware approach their #reporting and uncover how you can use the data you collate to make positive changes within your organisation! Register today www.lyftalent.com

@davidbullivant

#servicedesk

SERVICE DESK BEST PRACTICE REPORTING

WHAT REPORTS DO YOUR BUSINESS LEADERS WANT FROM YOUR SERVICE DESK?

Register Now

0:04 67 views

ServiceDeskInstitute Retweeted

SDI LinkedIn Page 13,000

The Service Desk Institute (SDI)

Inspiring service desks and support teams to be brilliant

IT Services and IT Consulting - Orpington, Kent - 11,838 followers

Zoe & 30 other connections work here - 43 employees

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The Service Desk Institute (SDI) 11,838 followers

From intelligent #automation to #ITsustainability, find out what's next for IT & ITSM and how it will impact businesses in the coming years!

SDI's Monthly Special

What should we expect in 2023?

The Future of IT & ITSM: Trends and Technologies to Look Out For

The Service Desk Institute (SDI) on LinkedIn - 4 min read

Welcome to the first edition of SDI's LinkedIn newsletter! A place to delight, inspire and help...

Robyn Faaran and 12 others

22,210 members including Johnnie Diaz MBA and 2,277 other connections

The Service Desk Institute (SDI)

Ask the group a question

Recommended

Planned by admin

Ruth Ouel - 1st | Lead Ops and Marketing Executive

#ITweekThursday To a spectacular night full of proud faces, snub suits and stunning gowns at the glittering 2022 SDI Awards ceremony.

Admins

- Emma Spear - You | Owner | Chief Marketing Officer at The Service Desk Institute (SDI)
- Ruth Ouel - 1st | Manager | Head Ops and Marketing Executive
- Amy Godfrey-Bowden - 1st | Manager | Digital Marketing & Copywriting Specialist

LEARNING

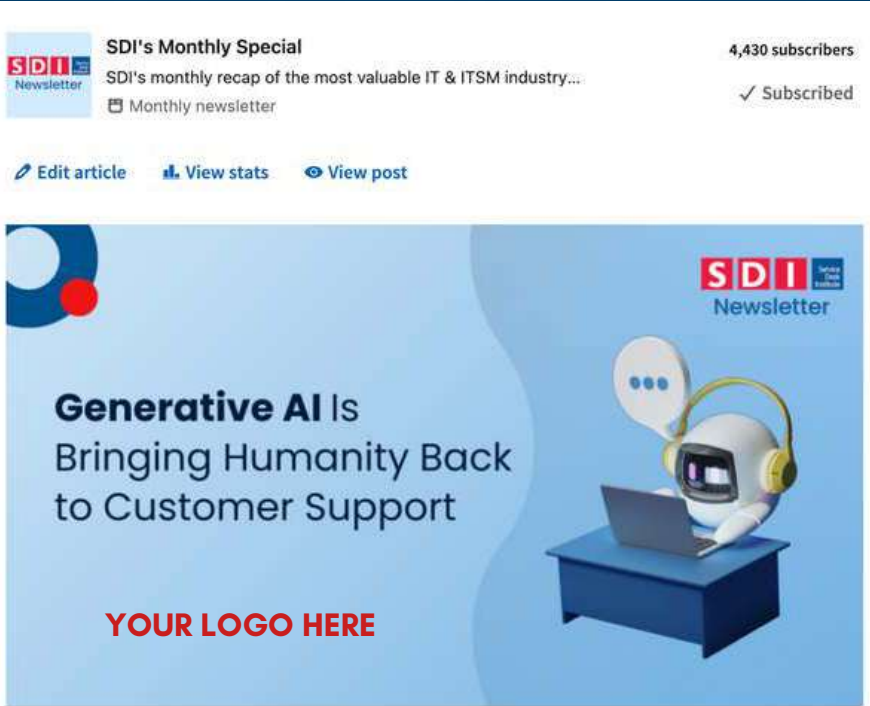
Suggested courses for this group

- Talent Management | 17,264 viewers
- Universal Principles of Design | 85,850 viewers

SDI LinkedIn Group 30,000

NEW!

SPONSOR SDI'S LINKEDIN THOUGHT LEADERSHIP NEWSLETTER



Subscribers 4,430 and growing! (November 2023)

Align your brand with SDI's thought leading content or work with us to create a theme that works with your content strategy

£1,000+VAT PER ISSUE

Generative AI Is Bringing Humanity Back to Customer Support

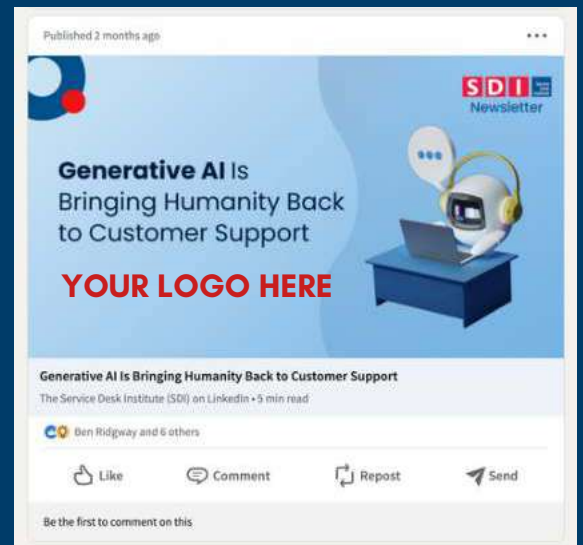
SDI The Service Desk Institute (SDI)
12,862 followers

August 24, 2023

[Open Immersive Reader](#)

Providing quality customer service can be challenging. Service Desk Analysts often handle a higher volume of cases, which results in longer wait times for customers when they contact the Service Desk - making the customer feel frustrated.

And that's potentially not the only issue, as managing multiple customer requests simultaneously can prolong the resolution time, and too often, it leads to duplicated efforts due to incomplete diagnosis, the lack of recorded incident information, or process shortcuts.



Please take 5-10 minutes to **COMPLETE THIS SURVEY** and share your thoughts! Thank you, your input is greatly appreciated!

YOUR TEXT AND



For more details, please get in touch with partnerships@sdi-e.com

All content produced by our partners is subject to approval by SDI and is organised and produced at the cost of the partner.

If you would like to discuss our exclusively tailored, corporate partnership opportunities to ensure high brand exposure and multiple touchpoints with this active community at preferential rates, please contact the partnership team using the details at the bottom of this page.



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