

Spec Portfolio Sample

Created for a fictional B2B marketing automation SaaS company.

Company name, product name, features, and campaign details are fictional.

A demo request is rarely the beginning of the software buying journey.

Most B2B buyers begin evaluating software long before they request a demo.

They're reading product pages, comparing solutions, reviewing case studies, and looking for evidence that a platform can solve their specific challenges.

By the time a prospect schedules a conversation, they've often already formed opinions about the vendors they're considering.

That's why the content buyers encounter before that first interaction matters. It helps shape expectations, answer questions, and build trust throughout the evaluation process.

In our latest article, we break down how B2B buyers evaluate software before requesting a demo and what that means for software companies trying to earn their trust.

Read the article: [Link](#)