

Gem Strategically Scales Marketing Efforts with Demand Spring

Demand Spring instrumental in expanding industry-specific nurture programs, maintaining database health, and reliably executing campaigns.

AI-first recruiting platform Gem partnered with Demand Spring to strategically expand and optimize its marketing programs. With a small team and a single manager overseeing a high volume of campaigns, Gem required a competent and flexible partner. Demand Spring stepped in to provide crucial support for activities ranging from webinars to major quarterly campaigns. Demand Spring was instrumental in building industry-specific nurture programs, maintaining database health, and reliably handling regular email deployment - helping ensure campaign objectives were met, and offering Gem the needed capacity and expertise to strategically scale marketing efforts.

Client Profile

Gem is the only AI-first recruiting platform that integrates applicant tracking, candidate relationship management (CRM), sourcing, and scheduling into a single workflow. The platform centralizes outreach, pipeline management, and analytics, and uses AI to analyze millions of profiles and automate outreach.

The Challenge

As a fast-growing company, the Gem marketing team had doubled in size but still remained relatively small, with one person running all campaign execution. With a significant volume of work—often including three to four webinars a month and several large campaigns per quarter—Gem needed reliable, flexible support to help manage the moving pieces of campaign execution. They also required a strategic partner to take on intensive, long-term projects like building industry-specific nurture programs, and ensuring the marketing database remained clean - tasks the internal team lacked the bandwidth to undertake.

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I would absolutely recommend Demand Spring to other marketing organizations - the ease of working with the team, the open communication, the flexible processes, and the fact that they consistently and without question return deliverables within the agreed upon timelines has all made my job much easier.”

GILLIAN WEISENFLUH

Marketing Campaigns Manager, Gem



The Solution

Gem brought Demand Spring onboard to work closely with the team primarily on two project tracks:

- **Campaign Execution & Deployment:**

Providing consistent support for high-volume activities, including weekly email sends, and managing the complex communications required for multiple monthly webinars and large quarterly campaigns.

- **Strategic Program Build-Out:**

Leading time-intensive projects such as building comprehensive, industry-specific nurture programs and executing essential database cleanup.

Demand Spring maintained a close working relationship with the team through regular update meetings and constant communication, and integrated themselves seamlessly within Gem's existing workplace processes.

"The working relationship with the Demand Spring team honestly feels like an extension of our own team," said Gillian Weisenfluh, Marketing Campaigns Manager, Gem. *"We have two email sends each week handled by Demand Spring - it has been a crucial support resource and really the equivalent of hiring another person on the team."*

Demand Spring Impact

The partnership with Demand Spring has consistently met and exceeded expectations, and has helped to expand Gem's marketing capabilities and increase the capacity of the small internal team.

- **Program Expansion:**

The initial project for building nurtures has led to the ongoing use of Demand Spring for regular email deployment, and the relationship has expanded to a new, enterprise-specific nurture project for another team.

- **Capacity & Support:**

Demand Spring effectively acts as additional headcount, allowing the Gem team to manage a high-volume campaign load that includes three to four webinars per month.

- **High Quality Partner:**

"The team is incredibly easy to work with, works well within our internal processes, and not only meets but exceeds our expectations," said Gillian Weisenfluh. *"Working with Demand Spring has been one of the best experiences I've had working with an external team."*

With Demand Spring as a flexible, knowledgeable, and fully integrated strategic partner, Gem has been able to scale its email and webinar programs, successfully deploy highly targeted campaigns, and build critical long-term nurture assets. The partnership proves the value of having a supportive, external team that acts as an extension of the in-house marketing department.

Contact Demand Spring today to learn how we can become an extension of your marketing team.

For over 12 years, Demand Spring has partnered with some of the largest and fastest-growing B2B brands to elevate their marketing practices. Our approach blends leading-edge yet practical Revenue Marketing strategies with expertise in marketing technology, delivering measurable results. Now, as we enter the transformative AI era, Demand Spring is proud to help CMOs and their teams embrace innovation, drive optimization, and navigate the future of B2B marketing with confidence. At Demand Spring, we're not just adapting to change—we're leading the way forward.

For more information, visit demandspring.com