

BIMA partners with Demand Exchange to launch knowledge management and content syndication service for members



United Kingdom, London, Mar 27, 2021 ([Issuewire.com](https://www.issuewire.com)) - BIMA, the UK's largest digital and tech community, has joined forces with knowledge management and [lead generation platform](#) Demand Exchange (DX) to offer its members a powerful new way to raise awareness of their work and their thinking, and to drive new business.

DX already powers the [Resources Directory](#) on the BIMA website, which enables members and visitors access to reports, white papers and webinars from suppliers across the digital industry. Now DX is also offering BIMA members the opportunity to use the same technology to promote themselves across more than 100 marketing and IT publications that already partner with DX, as well as to DX's Digital Doughnut network of more than 2.5 million digital marketers around the world.

The ability to post content on the BIMA website has long been a benefit of membership. With Demand Exchange's involvement, members can now post more of their whitepapers and reports and take their thought leadership to an even wider audience.

For BIMA, the advantages of partnering with DX include:

- Providing a [content syndication service](#) to members– enabling them to promote their content to other BIMA members, visitors to the BIMA site, and DX's network of publishers and marketers.
- Delivering a better experience to site users – making it easy and more intuitive to find the right content.
- Creating more reasons to visit the website – particularly for non-members.
- Breaking down data silos – bringing together data about webinar attendance, [content downloads](#) and member behaviour in one place.
- Future-proofing data collection – All DX processes are fully compliant with GDPR, with all the required opt-ins in place. DX also verifies all data collected before passing it on to BIMA or its members.

“BIMA is all about showcasing the capabilities of our community, driving new connections and collaborations” explained Rachel Johnson, BIMA's Marketing & Relationship Manager. “Our members have important, insightful and often game-changing things to say. Our partnership with DX gives them the opportunity to say them to a wider audience than ever before.”



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