

Concora Announces Strategic Partnership Program To Help Building Material Manufacturers Grow Commercial Sales

The leader in delivering web experience platforms for commercial building product manufacturers.

ALPHARETTA, GA, UNITED STATES, July 9, 2021 /EINPresswire.com/ -- Concora, developer of the only [Web Experience Platform](#) designed specifically for the commercial building product manufacturing industry, today

announced their new partnership program to help support customer demand and significant growth as a result of this past year's surge in digital experiences with building product manufacturers looking to get their products specified on-line.



“

We are positioned well to power this new channel for our partners and building material companies. Having strong trusted relationships will be key as we continue to grow Concora.”

Kip Rapp, Concora CEO

As part of a Concora record-breaking 2021 and first half of 2022, building product manufacturers in North America and Canada are using Concora's Web Experience Platform to help power their commercial sales and drive an on-line buying experience for product selection. Concora simplifies product selection and purchase for the architect, engineer, and contractor communities that help grow commercial sales.

With this new partnership program (<https://concora.com/partner-program>), building product

manufacturers will have the opportunity to work directly with Concora's trusted partner network across the entire commercial buyer journey such as digital marketing (e.g. SEO/SEM, inbound/outbound), content creation (e.g. BIM, CAD, 3-part specs) and consulting services (sustainability, marketing/sales enablement). Thus driving more web-traffic to the customer's Web Experience Platform hosted by Concora.

“We are positioned well to power this new channel for our partners and Building Product

Manufacturers alike. Having strong trusted relationships will be key as we continue to grow Concora", says Kip Rapp, Concora CEO.

About Concora

Concora helps building product manufacturers get their building materials specified for use in commercial construction projects. With Concora's Web Experience Platform, manufacturers can provide a simplified buyer's journey that meets the stringent requirements of commercial architects, engineers, and contractors (AEC) customers. Learn more about Concora at <https://concora.com>

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