

# **Solutions Brief: Automated Channel Management™**

Higher Performing  
Demand Creation

# Higher Performing Demand Creation through partner aligned buyer communities



All the systems, campaigns, content, delivery, management reporting dashboards and analytics to take their contacts through a qualification process, creating high-intent sales leads for them to turn into business

## Results driven

Automated Channel Management™ is unique. It offers visibility of buyer engagement throughout the entire process. This means if you're funding it through MDF, you can see exactly where the results are.

## Sophisticated Technology

Whether a single or two-tier sales model, we include everything needed to manage, nurture, report and measure engagement, all centrally managed for greater performance, accountability and control.

## Establishing Relationships

Buyers rarely purchase in a quarterly cycle. Never lose sight of a lead you and your partners have invested in and create warmer sales conversations.

## Performance First

By offering our combination of strategy, content and automation, we're able to manage and control your investment in one place and to ensure any performance meets your expectations. We're accountable for results.



# Demand generation at a lower cost per lead



**Your programme will be created to reflect business goals, using content to engage buyers whilst we manage them through the process to inform warmer sales conversations.**

## Business Readiness

Strategic planning to set measurement goals and SLAs:

### Market Strategy:

- Growth Objectives
- Market Positioning
- Brand Performance
- Proposition & POD
- Contact Strategy

### Sales Planning:

- Sales Vision
- Conversion Ratios
- Deal Size
- Sales Cycle
- Market Segmentation
- Annual Operating Plan

## Automation & Analytics

Technologies for increased efficiency, transparency and market intelligence:

### Marketing Automation:

- CRM
- Data Management
- Content Distribution
- Reporting & Analytics Dashboards
- Integration with existing systems

## Campaign Execution

End-to-end implementation, management and delivery of market strategies:

### Campaign Planning:

- Content Strategy
- Media Strategy
- Communications Plan
- Campaign Direction & Management

### Campaign Execution & Management:

- Content creation
- Email
- Campaign Landing Pages
- Social
- Digital Marketing
- Events

## Lead Development

Development of new leads and prospects and coordination of sales conversion:

### Sales Co-ordination:

- Measurement and reporting tools
- Lead progression and scoring
- Maintenance of prospects
- Accountability for pre-agreed SLAs
- Optional Telemarketing

## Plug & Play

Save cost and resource. Everything is included to sustain a sales and marketing lifecycle.

## Informed sales conversations

We incorporate every aspect of the user experience into a single journey, building meaningful buyer relationships and communities.

## Multi-disciplined

Access to all the experience, skills and resources necessary to deliver engaging content and effective campaigns.

## Automated

Access to all the necessary technology needed to support modern demand creation, without the cost

## Cost neutral

Different funding models can create cost neutrality or become revenue generative.

## Guaranteed results

SLAs agreed upfront, tracked and monitored throughout the programme.