

higher performance MDF programmes

Solutions Brief: Channel Management



Opening your minds to opportunity

We provide vendors and distributors with an alternative to the traditional MDF investment model. Our plug-&-play managed service creates and manages opportunities through the entire marketing qualification process and delivers them to your sales channel to convert to deals.

Without limits

Market Activation™ is unique. It supports partners beyond the limits of traditional MDF activities, giving you the ability to create, track and measure digital engagement while retaining complete visibility of your MDF investment.

Relationships, not flings

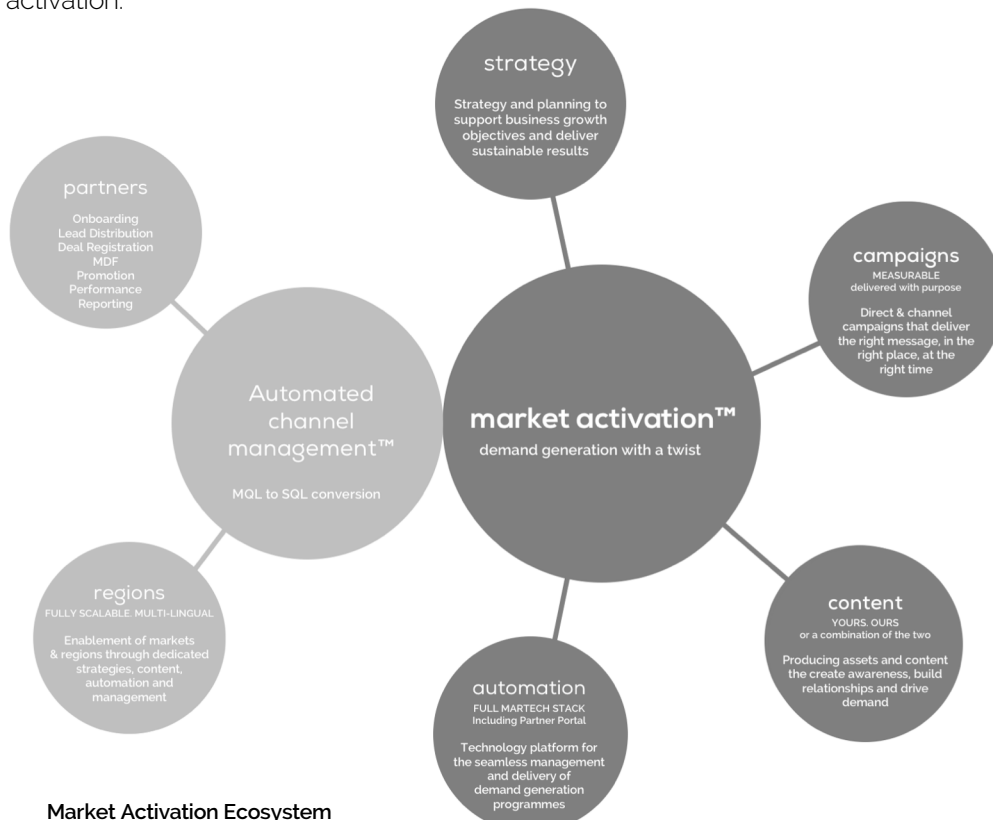
We create lasting relationships that extend beyond a single quarter and optimise the value of partner relationships by giving vendors and distributors full transparency and accountability.

Sophisticated technology

Our Automated Channel Management™ platform makes MDF investment work even harder by providing centrally managed content and delivery of campaigns rather than the uncertainties of partner activation.

Spend wisely. Spend once

By offering a combination of strategy, data management, content and automation, we're able to manage and control your investment in one place and to ensure the performance you get is the one you want.



Market Activation Ecosystem



MDF – spend it wisely, spend it once

By centralising channel enablement, we offer accountability, transparency and control of your investment and there are no limits to the number of partners you can include in your programme.

Business Readiness

Strategic planning for demand generation campaigns:

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
- Analytics
- Content Distribution (CDN)
- Channel Portal
- Lead progression & Deal registration
- Rewards & Gamification
- Performance Dashboards

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:

- Content creation (stories; White Papers; social; & online content)
- Email
- Telemarketing
- Social
- Online
- Events

Lead Development

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

Sales Coordination:

- Measurement and reporting tools
- Lead progression and scoring
- Maintenance of prospects
- Accountability

key benefits

Plug & Play

Our end to end programme is ready made and includes everything needed for a sustainable sales and marketing lifecycle.

Seamless

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

Multi disciplined

We've got all the experience, skills and resources necessary to deliver engaging content and effective campaigns.

Automated

We deploy and manage multiple technologies so you don't have to, giving you all the intelligence needed to understand your markets.

Guaranteed

Our SLA's set out agreed deliverables at every stage of the programme lifecycle

- So no surprises, just guaranteed results.