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REASONS TO WORK WITH AN AGENCY FOR THROUGH-CHANNEL-MARKETING



BETTER RECRUITING & PARTNER ONBOARDING

Agencies provide training, webinars, brochures, videos, and conduct 1/1 meetings with all parties to explain, recruit & successfully onboard partners



HIGHER PARTNER PARTICIPATION

Agencies ensure partners are registered, and provide technical and marketing support to ensure all elements are installed and all accounts are connected



BETTER BUILT MARKETING CONTENT

Agencies know what works. Agencies help to structure content, provide marketing guidance, manage timelines and provide creative services when needed



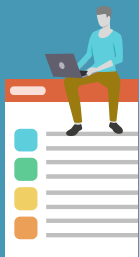
IMPROVED CONTENT MANAGEMENT

Agencies manage the content library, calendar and creation process, provide editorial services, and deliver data-driven recommendations for content improvement



MORE CONTENT DIVERSITY

Agencies are brand-agnostic and can help bring industry and solution level content for all channels of marketing



BRING MULTIPLE PARTIES TOGETHER

Agencies can bring parties together – OEMs, Distributors and Resellers for a single, integrated experience for all



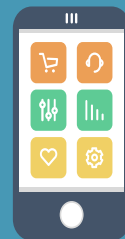
BETTER BUSINESS INTELLIGENCE

Agencies can provide an extra level of business intelligence with custom & consolidated reporting & analysis for all parties



MORE DIGITAL MARKETING VALUE

Agencies bring marketing expertise, education & knowledge transfer to OEMs and resellers, and offer broader marketing services - like SEO, content, websites & Ecommerce



A through-channel marketing agency helps companies to deliver a better experience for their partners.

Agencies enable higher quality content and provide data-driven business insights that help OEMs to forge stronger partner relationships, realizing better ongoing returns on their marketing investments.

