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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



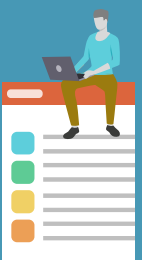
### IMPROVED CONTENT MANAGEMENT

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 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.

