



## Managed **Marketing** Services



THE **CHANNEL**CO.™

## The Channel Company Difference

The Channel Company's Managed Marketing Services agency extends your marketing reach and influence and gets your partners to market faster, accelerating pipeline and creating a trackable return on your channel marketing investment.

Driven by a team of seasoned channel professionals with experience in both vendor and partner communities, Managed Marketing Services creates sales-aligned, integrated strategies that combine a mix of outbound and inbound marketing tactics to reach prospects at every stage of the B2B buyer's journey.

We are your partner's go-to partner, and our established relationships make program adoption and execution seamless. Our centralized approach to concierge marketing allows for relationship-building, better pricing, turnkey program execution, and lead management, tracking and reporting.

### Managed Marketing Services Specializes in:

- Executing Closed-Loop Demand Generation Campaigns
- Creating Customized Partner-Led, Vendor-Co-Branded Messaging
- Navigating Partner Marketing Tools and Programs
- Managing MDF Operations
- Providing Tracking and Proof-of-Performance Reporting on Partner Marketing Investments

## Our Marketing Services

Managed Marketing Services delivers a broad portfolio of inbound and outbound marketing services designed to provide thought leadership, actionable sales-qualified leads and marketing-qualified leads to nurture into long-term, sustainable pipeline.

Our process allows us to collaborate with your partners to create a customized strategic, sales-aligned, integrated marketing plan to drive demand.

### We offer:

- Marketing Strategy
- Integrated Demand Generation
- Custom Content (video, infographics, white papers, solutions briefs, success stories, blogs, etc.)
- Creative Concept and Design
- Copywriting
- Website Auditing and Content Creation
- Event Support (concept and design, marketing and communications, logistics, on-site support)
- Social Marketing (content writing and deployment)
- Digital Marketing
- Webinars
- Creative Direct Mail
- Digital and Traditional Advertising
- Telemarketing (lead generation and appointment-setting)
- Analytical Reporting

**Contact us today to talk about creating a customized program to meet the needs of your unique partner marketing program.**

### CONNECT WITH US:

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