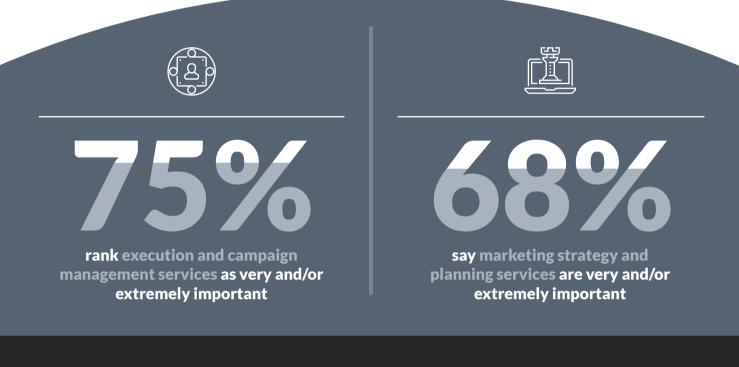


## **5** Reasons Manufacturer Marketing Programs are Not Enough

Despite the number of resources provided by manufacturers, it's not enough to help solution providers differentiate themselves and grow their revenue.

## **Understanding the Problem**

While solution providers are recognizing the importance of strategic marketing, we have found that many are still struggling to effectively plan and execute:





Additionally, when campaigns and content



are provided by the manufacturer, it becomes increasingly difficult to differentiate your brand. Many see the need for customization:

> want more customized marketing content rather than using manufacturer templates

## **Take Control of the Situation**

Manufacturer enablement programs provide a great foundation, but to truly differentiate your brand and strengthen your lead generation efforts, where can you turn?



