

Custom Content Campaign



What is a Custom Content Campaign?

This service aligns your sales and marketing teams with a content specialist who will help you develop and execute a complete campaign unique to you, and the needs of your target buyers.

When would I use a custom content campaign?

Highlight your expertise and share the business outcomes of your solutions and services



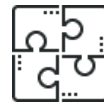
**Cloud
Solutions**



**Security
Solutions**



**New Markets
& Industries**



**Multi-vendor
Solutions**



**"as-a-Service"
Offerings**

Outcomes



Develop a custom content library.

Creating content can be expensive and very time consuming. Leverage this service to create the IT industry content buyers need



Lead with your brand.

Your company is unique and deserves content that differentiates you from competitors and focuses on the solutions most important to you, and your target audience



Improve lead conversion.

Custom campaigns perform better than templated material from manufacturers, providing better engagement with prospects and increasing marketing ROI

This service includes

- 12-week engagement with IT Marketing Specialist
- Customized campaign creation
 - 3-email series
 - Landing page
 - Downloadable infographic*
**additional content available at additional cost*
- Campaign setup, execution, and optimization
- Use of marketing automation platform (if needed)
- Analytic reporting
- Follow-up strategy consultation

Partner requirements

- Dedicated contact to work with marketing specialist
- Timely feedback on content drafts
- Ability to follow up on leads generated
- Willingness to share pipeline data