

## Partner Promotions - Ideas Picklist

Following is a list of possible promotions successfully used by partners to generate leads.

### Direct Response

- E-mail existing clients to promote new products, free evaluations, initial consulting
- Direct mail campaign to existing account or new prospect list - vendor can often help with templates
- Setup a monthly schedule to run consistent campaigns
- Consider creating and disseminating flyers at events, to special locations
- Create a newsletter (monthly/quarterly) to promote new products and services

### Telemarketing

- Setup a call campaign to call on cold list, or vendor leads

### Public Relations

- Create or re-use a vendors white paper and post on website for leads, or promote in e-mails/direct mail campaign
- Press release on a big win, major success, key alliance, certification
- Create a case study to send to clients/prospects demonstrating problem/solution
- Write an article using a case study or unique problem solved and submit to local/regional newspaper
- Write a regular article - monthly/quarterly Participate in a weekly radio show - IT consultant, subject expert, etc.
- Identify local user groups - joining and offer expertise

### Advertising

- Consider MDF sponsored direct response radio ads
- Consider local display ad Regional TV spot

### Event Marketing

- Attend a local trade show on behalf of your vendor (joint MDF funds are often available)
- Setup a "lunch and learn" and invite a key vendor or expert to speak
- Coordinate with vendors to participate in local events - you get first pick at leads
- Setup a regional roadshow. Multiple vendors participate and help sponsor it--you organize it
- User group seminars or webinars

### Online Marketing

- Optimize own website for search engines

- Create a forum to generate responses and Q&A
- Create and manage an opt-in list from website - newsletter, promotions, etc.
- Google ad words/Pay per click
- Promote an upcoming webinar

Top three promotions from survey:

- Google adwords works well User group events.
- Seminars, webinars. People can see and interact
- Giving free services, network work - free reviews to get business.
- Ads in trade publications, direct mail - dismal results

Note:

- Ready to Go campaigns received good marks. Re-brand existing material for a product launch. 10-15 minutes a personalized campaign.
- Websites for registrations. Website is private branded. Powered by ClickToAttend.
- Registration, sign up, change the time, post event follow-up.