



We're the hands-on growth consultants with 30+ years experience working with software vendors and delivering effective vendor-aligned co-marketing campaigns.

We're not an agency, but a boutique consultancy focused on providing the right level of specialist support where and when you need it.

- ✓ Flexible service and engagement options
- ✓ Remote or onsite engagements
- ✓ Support with complex or technical topics
- ✓ Hands-on and outcomes-focused
- ✓ Experienced to fill your skills gaps and support internal teams

## MAXIMISE YOUR CO-MARKETING PROGRAM

Navigating, planning and executing impactful vendor-aligned marketing campaigns can be complex - but not with the right support and vendor co-marketing expertise.

Vendor co-marketing programs provide a great opportunity to grow your business. They can help you to:

- Maximise your presence at an industry event
- Generate demand for products and services
- Increase brand and product awareness
- Reach new customers and markets

But, navigating these programs and technical rules can be complex, and determining the best approach can be time-consuming as you consider:

- Impacts and capacities of in-house teams
- Where and how to spend funding externally
- How to develop campaigns for complex topics
- How to get maximum value from funding
- How to execute the campaign plans within deadlines

### THE RIGHT CAMPAIGN MIX:

Running an effective co-marketing campaign starts with understanding your objectives and then determining the best tactics to achieve them.

We can help get the campaign mix right including:

- Events & Trade Shows
- Advertising
- Digital Marketing
- Direct Marketing
- Content Marketing
- Sales Enablement

For example:



### OUR APPROACH TO CO-MARKETING MANAGEMENT

We understand what it takes to plan, develop, execute and submit effective campaigns within the guidelines of co-marketing programs.

