



## **ROI Channel Marketing**

*a lead generation service product and motivational business development framework  
for IT vendors and IT service companies working in partnership*

Together, IT vendors and IT service companies must generate top-line results and calculate the effort's ROI. End customer leads are the lifeblood of the vendor/channel relationships. Quantifying the results of joint campaigns allows for the objective measure of success.

While there has always been a need to produce results and measure the effectiveness of MDF investments, that need is now acute. On the other hand, there has never been a better time to begin than *right now*.

Serino Channel Services lead generation solutions begin by identifying end customers with business needs that can be resolved by vendor/channel partnerships. Our campaigns produce and measure:

- A number of hot, qualified end customer leads generated during the campaign
- A number of warm and cool end customer leads that should close within 3 to 12 months
- Intellectual assets owned by our clients, in the form of an exceptional end user databases created to their specs
- Whether, and to the degree, the campaign has been successful to both vendor and partner.

### **The comprehensive multimedia solution includes:**

- List development and augmentation
- Content, creative, and offer; development and production
- Outbound email; HTML and rich HTML integrated with Social Media Marketing
- Audio/Visual "sales collateral"
- Event support, if appropriate
- Outbound telemarketing scripts and/or services
- TRACKING AND MEASUREMENT including mid-campaign analysis at up to six milestones

### **Motivational Planning and Execution among partners:**

The solution is ideally structured for "live, in-the-field" sales and marketing planning and execution to engage and direct the key people from vendor and Solution Provider. To assure the highest likelihood of success of joint campaigns, all people must be motivated to excel, not just required to participate. Superior results are achieved when all participants understand the bigger picture, their role within it, and the overall and individual best interests of all people involved.

The following examples are used with the gracious permission of Continental Resources (CRI) and Edge Solutions. The links provide a glimpse of just one aspect of the overall campaign, the rich-HTML, talking email. The email provides *sizzle*, an offer, tracking mechanisms, calls-to-action, and a detailed and controlled accounting of the how the vendor/channel partners together resolve the customer's need.

- [CRI and Sun Microsystems; Virtual Desktop Infrastructure](#)
- [Edge Solutions and Hewlett Packard; Adaptive Infrastructure \(blade servers\)](#)

For more information, pricing, to see other vendor/service company campaign examples, or to discuss any aspect of your business development needs, please contact us in the most convenient method listed below.



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