



## cMSP ... Channel Marketing Services Provider

For the same reasons that it makes sense for end customers to outsource some or all of their IT services to MSPs (expertise and resources in an applicable discipline or area of need), it makes sense for channel companies and vendors needing more from their channel to outsource some or all of their marketing and business development activities to channel development experts.

Based on deep first-hand experience, Serino Channel Services plan channel strategies and execute joint marketing campaigns efficiently, economically, and with a high degree of measurability.

In the history of the IT industry, there has never been a better time to be a Solution Provider. The needs at both the end customer and from technology vendors for business solutions, skills and services is at an all time high. However, most successful Solution Providers are managed by business people and technologists whose marketing expertise is not their principle skill. Like their clients, they need people who understand the business.

The future success of each SP is predictable; simply look at their new business pipeline. To become or remain successful the pipeline must be consistently filled, nurtured, and about 3X the size of the sales budget.

The Senior Associates at Serino Channel Services possess a deep first-hand understanding of what it takes to be successful in the channel. It comes from thousands of face-to-face sales calls, hundreds of joint vendor/channel strategy and execution sessions, and extensive communication with IT decision makers and business executives who recommend and purchase technology to resolve their business problems or capitalize on their opportunity.

Serino Channel Services is media agnostic. Our goal is not to sell an ad, an event, or a plan. Our goals are to help you find and/or motivate your partner, build a new business pipeline together, move those opportunities through the pipeline as efficiently as possible; and calculate the ROI made to produce the result.

We provide the marketing services that each manager needs for their unique situation and relationships. We'll:

- Serve as you outsourced marketing department or program manager
- Create your marketing plan and/or execute its tactics
- Act as your marketing consultant
- Manage your MDF, perhaps expand its size, and definitely expand its impact

Don't just spend or relinquish your MDF, co-op, or marketing budget, deliver a return on the investment with:

- Plans that define your direction and provide the blueprints for your extended sales team to follow
- Lead generation campaigns to stock and replenish your pipeline
- Compelling, creative offers that excite your prospects and partners to act in their own and company's interest
- Sales tools that help your sales reps and their prospects move quickly through the sales cycle
- Branding activities that enhance your company, its position, and partnering relationships

Serino Channel Services  
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## **It takes one to know one.**

The fact is the only way to know the Solution Provider business and *the channel* is to have lived it. Not read about it, not worked for a vendor for a few of years, not catered to global manufacturers' channel programs, not worked for a media company and written articles about it ... but actually worked for a IT services company that resolves the IT and related business needs of end customer ... to have successfully walked many, many miles in the shoes of channel executives, technical staff, and perhaps most important, sales reps. To know what channel conflict is ... as it relates to your wallet or your bank account.

Serino Channel Services brings this deep first-hand understanding of the channel, its people, its processes, its nuances, and the opportunities to each of our clients.

## **ROI Channel Marketing**

*ROI Channel Marketing* is a highly measurable lead generation service product and motivational business development blueprint for Solution Providers and vendors. End customers needing business solutions are identified and presented with solutions comprised of professional services, technical services and products. These prospects eventually generate the top-line results needed by all companies involved with the solution. And the effort to generate the result (the ROI) is calculated to measure the success of the initiative.

End customer leads are the lifeblood of the vendor/channel relationships. While quantifying the results of joint campaigns enable the objective measure of success; the campaign structure and execution motivates all of the key people within all of the partnering companies to assure enthusiastic participation and maximized results.

Serino Channel Services *ROI Channel Marketing* campaigns produce and measure:

1. A number of hot, qualified end customer leads generated during the campaign
2. A number of warm and cool end customer leads that with nurturing should close within 3 - 9 months
3. Intellectual assets owned by our clients; that is exceptional databases created to their spec
4. The ROI on the effort ... that is, the degree to which the campaign has been successful for all

For more information, to see and hear examples of how we've helped IT services companies and their vendor partners, or to discuss your channel/business development needs, please:

- Visit [www.ChannelsMarketing.BIZ](http://www.ChannelsMarketing.BIZ)
- Email [Info@ChannelsMarketing.BIZ](mailto:Info@ChannelsMarketing.BIZ)
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