WINNING EDGE 365 SUITE

Partner Relationship Management

www.winningedge365.com

ECUITY EDGE

Marketing Edge Overview

The **Marketing Edge** module of our **Winning Edge 365 Suite** provides everything you need to effectively recruit, onboard and maintain the partner relationship. With full-featured tools for To-Partner Marketing, MDF, co-branded collateral, event calendar and social engagement, you'll have the latest technology for navigating the digital transformation journey.

Find and nurture more sales-ready leads by moving beyond basic email marketing. Prioritize leads, automate hand-off, and track progress with shared information and connected processes. Use intuitive drag-n-drop tools to create custom landing pages, email templates, dynamic marketing lists and multi-stage campaigns in minutes.

To-Partner Marketing

Lead Management

MDF

Co-Branded Collateral

Event Calendar

Social Engagement

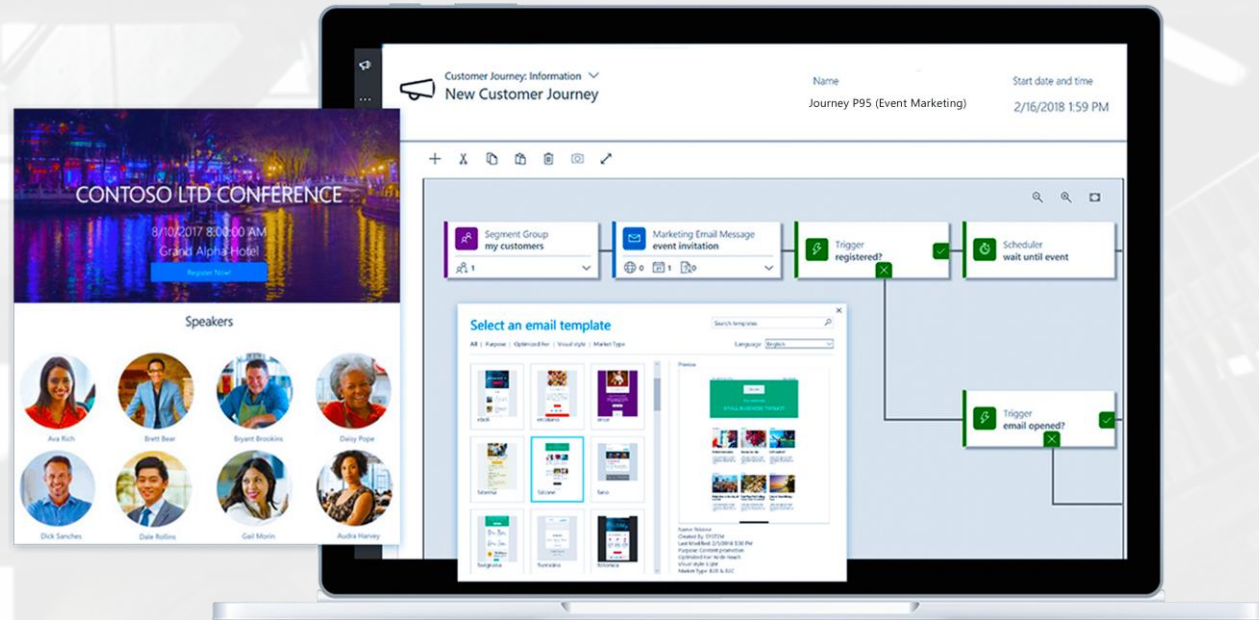Reporting and Analytics

To-Partner Marketing

In order to effectively recruit, onboard and maintain the partner relationship, you need effective communication tools. You know the value of your product to the customer, so now is the time to re-evaluate what is the value to the partner. Consider what captures their attention about your offering – it may be as simple as incentives, it may be the lack of complexity, ease of doing business with you, the right collateral or even technical training.

Remember most good resellers have many other vendors vying for their attention. Our full-featured marketing tools for landing pages, email templates, marketing lists and campaigns will give you everything you need to attract and keep the best partners.

- ❖ Drag-n-drop editor to build email templates, landing pages and surveys

- ❖ Create partner journeys through marketing automation tools

- ❖ Create and segment marketing lists based on any field for precision marketing

- ❖ Manage subscription lists and preferences

- ❖ GDPR compliant

Lead Management

Partners are looking for exactly that—a partnership. Feed them leads to make them an extension of your sales team. That's the power of multiplication. Our SmartLead engine can automatically assign leads to partners based on location, certification, program tier and past performance. Partners can accept or decline the lead based on whether it's a good fit or not, and ROI can be tracked on accepted leads.

Lead expiration prevents a lead from lingering too long, and can be automatically offered to another suitable partner if expired. Tracking by both the channel manager and partner is simple and easy and keeps the pipeline filled.

❖ Partners can enter and track their own leads, offering them a useful business tool

❖ Distribute leads to partners based on geography, accreditation, tier and win rate

❖ Lead expiration ensures that distributed leads don't linger too long

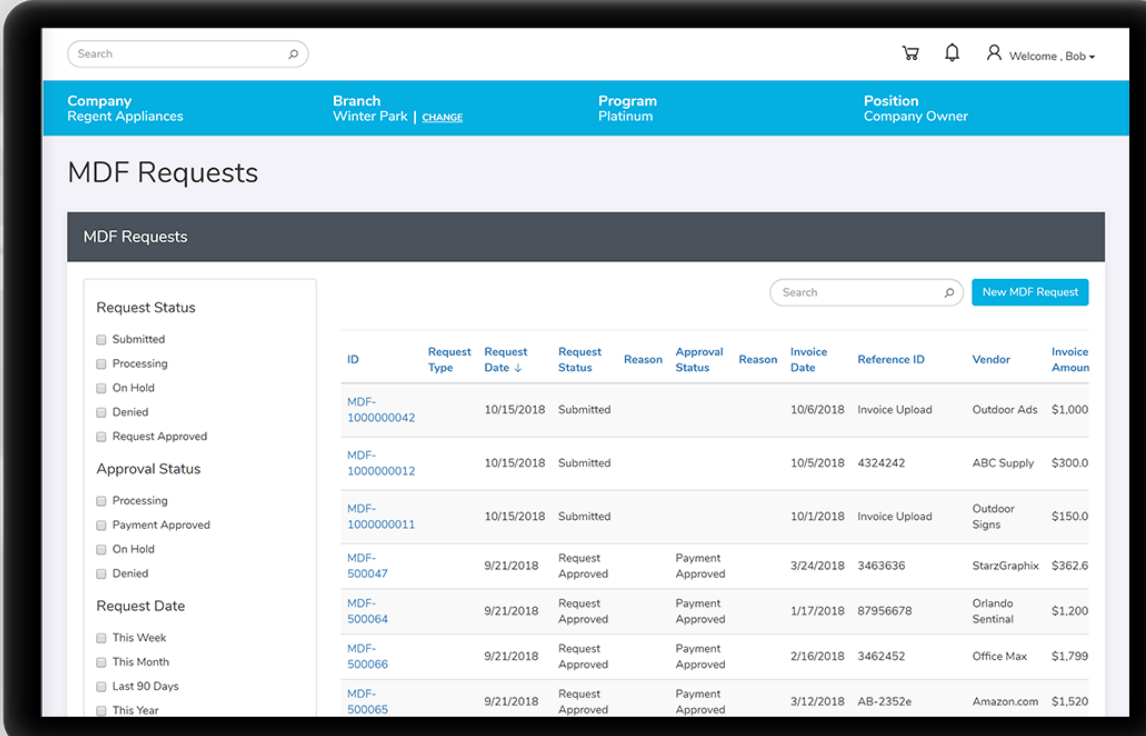❖ Offer incentives to partners to enter and track leads

❖ One-click convert lead to opportunity

Your partners are closest to the end customer and with the proper tools can expand your companies marketing reach many times over. Unfortunately, Marketing Development Funds (MDF) programs have a reputation for Byzantine requirements and approval processes.

Marketing Edge makes managing MDF easy. Partners can use the portal to request MDF funds for marketing efforts relevant to their location, specialty and customer base. When linked to Business Plans, MDF requests can be automatically generated. Automated workflow routing and notifications eliminate all the paperwork. The MDF process can be easily customized to fit your organizations requirements.

Feature List

❖ Partners can request MDF funds right from the portal.

❖ Automated workflows route requests for internal approval

❖ Partners can be notified of status via email, text or portal notifications.

❖ Track ROI as MDF requests are updated with marketing results

❖ Partners can upload multiple Proof of Purchase (PoP) and Proof of Execution (PoE) from their favorite device
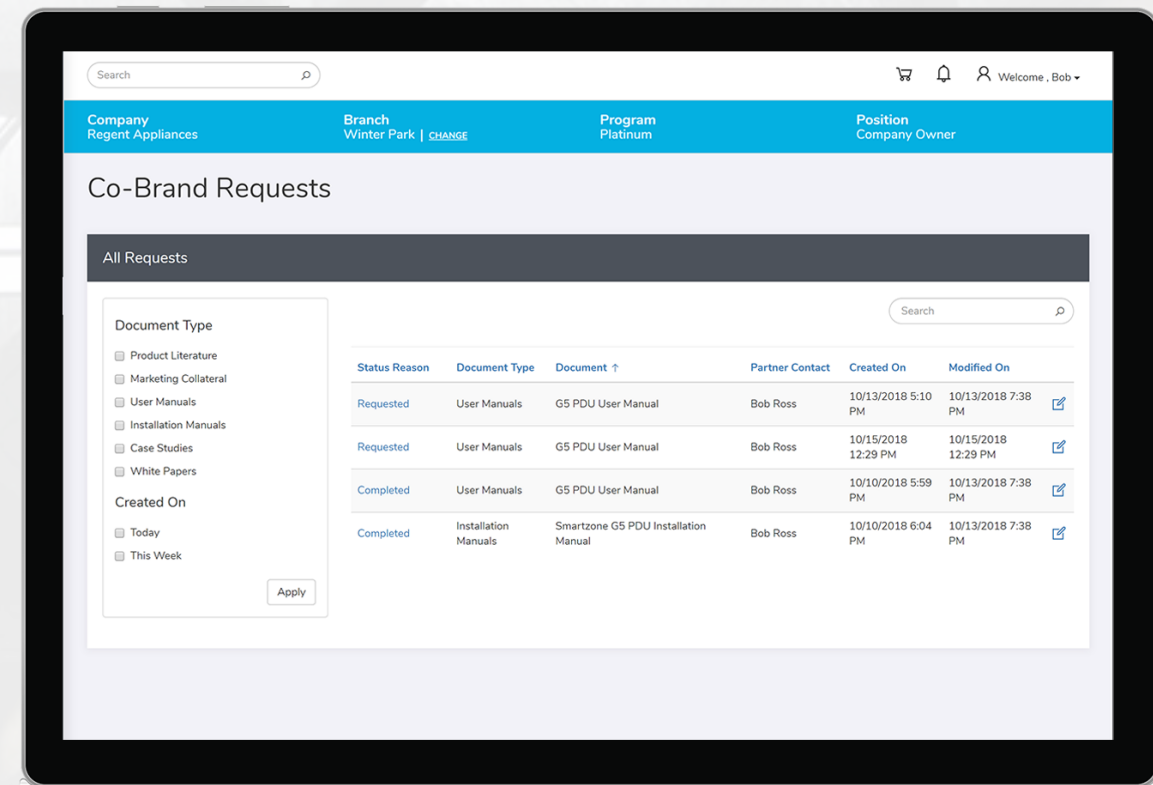
Co-Branded Collateral

Co-Branding can have a huge impact on the your market by empowering your partners to associate their identity with yours—all while maintaining the integrity of your brand. Co-branding taps into the visibility and sentiments associated with each brand.

By automating the co-branding process through the partner portal, you give them the ability to instantly co-brand predefined material. And *you* get back valuable resources to perform other services for the partner. The partner simply uploads their logo and contact information to their company profile, and the system automatically produces professional, high quality collateral such as white papers, case studies, product literature, and website banners.

Feature List

❖ Partners upload co-branding logos and contact information to the company profile

❖ Partners navigate to the Asset Library and select documents for co-branding

❖ Assets are co-branded and made available to all members of the company

❖ Co-branded assets are saved for future use and easily found by search and filters

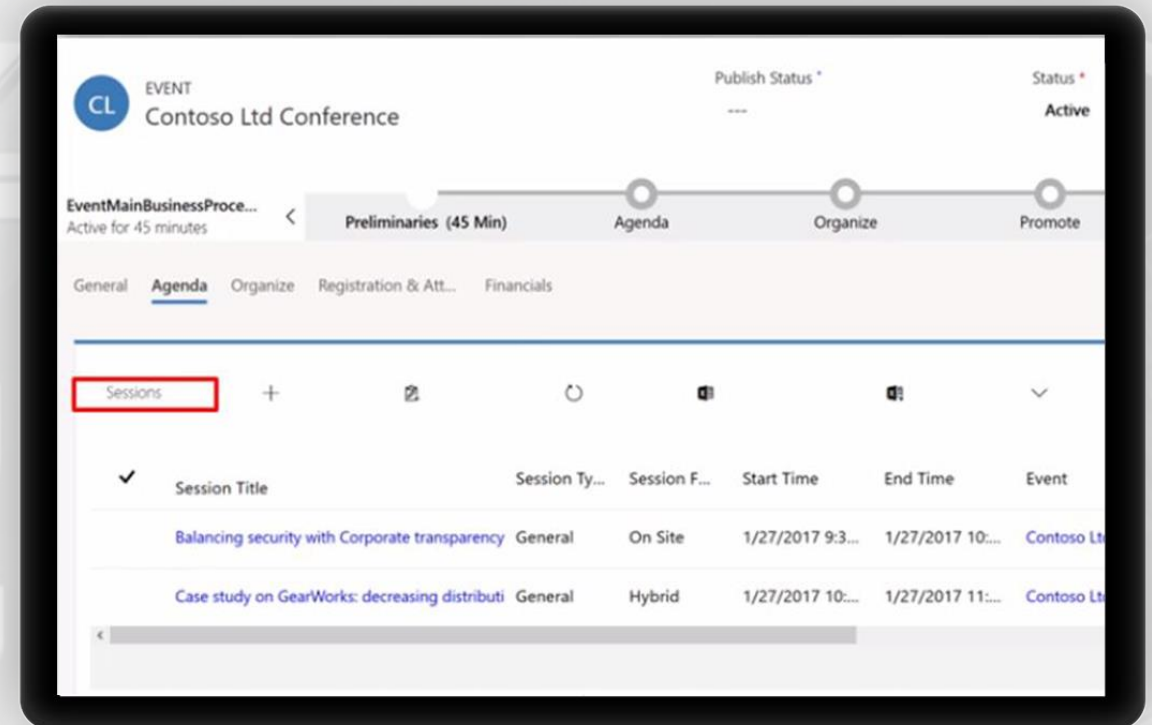❖ Statistics maintained for channel manager to gauge partner engagement

Marketing Edge provides native event management tools. Modern marketing is all about offering value to your existing and prospective partners, and if your business chooses to do that by hosting in-person events like conferences or seminars, Marketing Edge has a host of inbuilt tools to make it happen.

The event management features offers comprehensive functionality for planning event logistics such as venue and speaker management, registrations, scheduling, and tracking attendance. The branded event portal offers partner attendees the ability to manage their profile, attendance, registrations, and get all the information they need about speakers and event timetables.

❖ Set up an event, conferences, trade shows, webinars and more

❖ Manage event sponsorships

❖ Manage attendee logistics and accommodation

❖ Invite and register event attendees and process payments

❖ Follow up after the event with surveys to gain insights event effectiveness

Social Engagement

With Microsoft Social Engagement, you can meet customers on the channel of their choice, whether that's social media or traditional communication methods.
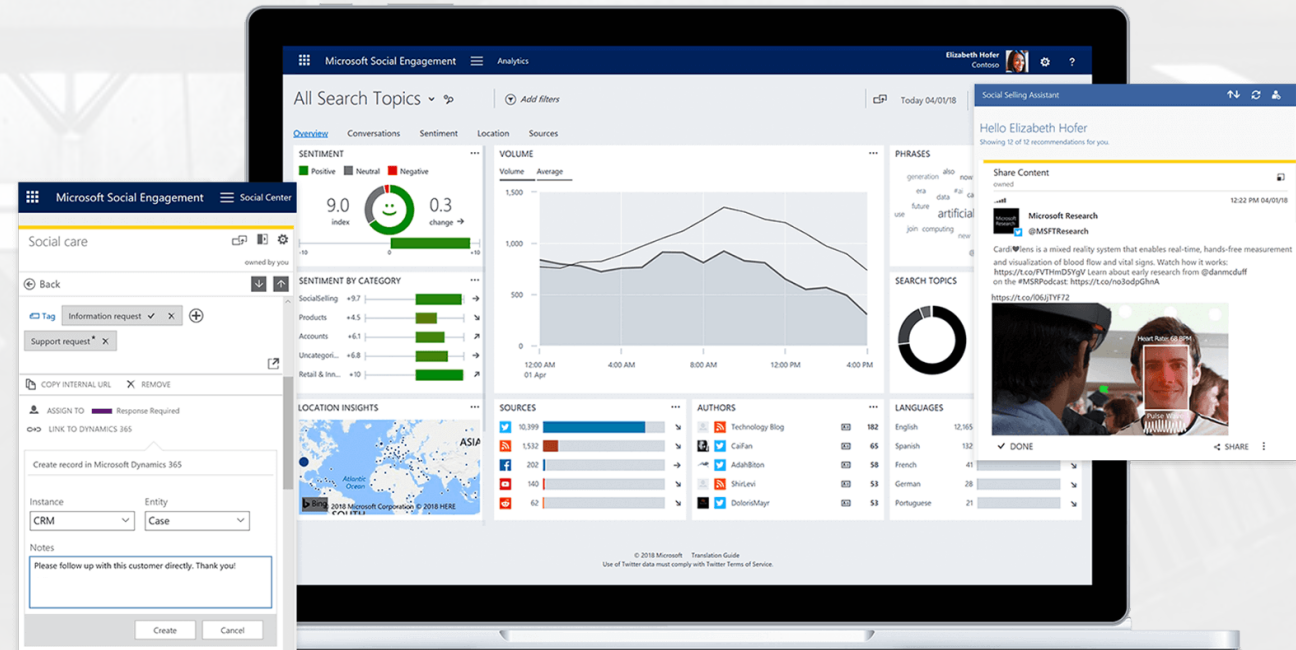
Go beyond likes and shares to achieve real, measurable business impact. Track sentiment on incoming social posts with automatic sentiment tagging, tailored to your organization through machine learning.

Learn what customers are saying about your brand, campaigns, industry, and competitors across multiple social channels with social listening.

- Build your brand and measure brand reputation

- Track sentiment on incoming social posts with automatic sentiment tagging, tailored to your organization through machine learning.

- Automatically detect when social post volume or sentiment changes, allowing you to stay ahead of a potential public relations crisis.

- Learn what customers are saying about your brand, campaigns, industry, and competitors across multiple social channels with social listening.

Reporting & Analytics

Quickly identify market and partner trends so you can tailor your business strategy to meet the latest customer needs and get ahead of your competition. Keep track of what's happening in your industry with email alerts and relevant news highlights. Get instant insights from pre-configured queries that analyze up to last 30 days of social media content and 15 months of web search trends.

Find and respond to digital conversations that matter most by drilling down by topic, sentiment, language, and geography. Act on web search insights based on age and gender demographics. Connect sales and marketing, automate processes, and make smarter decisions to maximize your marketing ROI. The possibilities and insights are limitless.

Feature List

❖ Track statistics, analytics, and key performance indicators (KPIs) based on:

   ❖ Contacts
   ❖ Segments
   ❖ Customer journeys
   ❖ Email messages
   ❖ Lead scoring models
   ❖ Marketing pages

❖ Track ROI on marketing efforts throughout the channel