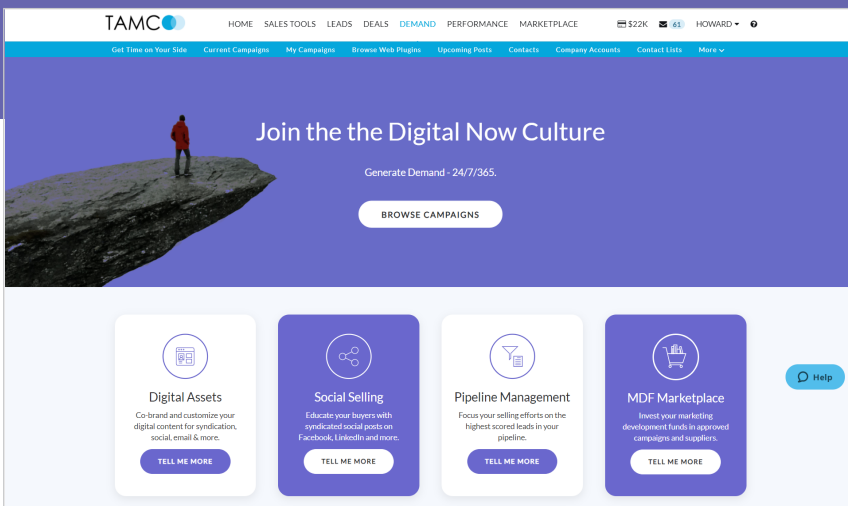


ZiftONE Channel Marketing

Generate pipeline through digital marketing and social selling

Channel marketing lives, eats and breathes to generate demand. But when consumers constantly change how, where and why they engage with your brand, your marketing has to help partners keep up. And when they struggle a bit, think of ZiftONE Channel Marketing as the ace in your pocket, providing the inspiration and know-how to ensure more impactful outcomes through more timely marketing efforts.



Generate quarter-over-quarter pipeline growth

- Generate an ongoing history of prospective buyer engagement with your solutions and their partner selling team
- Automatically sync the same leads with each partner's CRM

Partners were exceptionally active from the start, with 50,000 emails sent using co-branded content, and more than 36,000 banner widget and showcase views. Social media syndication is also proving popular among partners and Star2Star expanded its reach to 64,000 new followers via just 12 partners in 12 weeks. The result? \$192K in MQLs in under 12 weeks.

STAR2STAR

A Leading VloP for Business Provider

Build pipeline even when you can't meet face-to-face

- Quickly help partners transition from live events to social outreach
- Design automated nurture workflows based on buyers' habits and intentions
- Easily promote branded and curated social content on LinkedIn®, Twitter® and Instagram®
- Track all responses to campaigns
- Support email marketing

Measure ROI on marketing investments

- Track marketing's contribution to opportunities and closed deals
- Maintain accountability for partner use of their allotted MDF funds
- Steer new marketing investments to the most profitable programs and partner organizations

ZiftONE. First PRM. First CRM. First Platform.

» Innovating at the speed of the channel

The best channel tools are the ones that are so smart that they become natural extensions of the way you think. Like the ones focused on helping you gain – and maintain – mindshare among partners. Or the ones helping you create an edge against competitors seeking to edge you out. Or the ones that help you automate as many channel activities as non-humanly possible. That's precisely what ZiftONE Channel Marketing offers – and so much more.

ZIFTONE CHANNEL MARKETING TOOLS

Co-branded content

- Provide diverse digital and physical assets for partner co-branding
- Use content to build value for both brands
- Support personalized and localized partner messaging to buyers

Agency-managed campaigns

- Connect partners to preferred agencies to support content- or campaign-creation activities
- Simplify partner and agency collaborations through ZiftONE's designated services marketplace
- Exercise control over agencies with whom your partners use for program execution

Automated through-partner digital campaigns

- Give every partner the power to create demand and build pipeline with ready-to-launch campaigns
- Centralize and manage email campaigns to ensure compliance with global security standards, including GDPR and CASL
- Build and deliver automated nurture marketing workflows to support continual buyer engagement

MDF management

- Budget, allocate and track MDF
- Ensure funds deliver your desired ROI thanks to end-to-end reporting

Automated social selling campaigns

- Expand your partners' presence on LinkedIn, Facebook, Twitter and WeChat through prepared and scheduled social feeds
- Boost affinity for your brand and your partners' brand
- Extend the value of digital assets through social channels

Marketing campaign attribution and analytics

- Track your marketing contribution to the channel pipeline
- Measure ROI to manage your program toward business goals
- Steer marketing investments to high-value, proven campaigns
- Seamlessly sync all lead and campaign intelligence into your CRM and into your partners'

