



Channel Marketing Platform

*product description*

*Think Global; act local.*



# Channel Marketing Platform

## CHALLENGES

- Effective management of the channel marketing operations.
- Ensuring the Channel understands the business model, needs and strategy in order to meet the goals of the company.
- Providing intelligence to align the business strategy and operations.
- Supporting channel marketing requirements.
- Training the channel in marketing.
- Run marketing campaigns in a box.

## MARKETING SERVICES BUREAU

Matchcode's solution provides an integrated approach towards channel marketing via the Marketing Services Bureau (MSB) concept.

### Matchcode provides:

- Resources and infrastructure optimization;
- One point- of- contact / Interface with channel team;
- Strategic planning;
- Quality control;
- Procedure and process management;
- Controls and reports integrated for all channel operations;
- Global implementation throughout Latin America, US and Europe

*Think Global; act local.*

# Overview

## Key Principles:

<b>Scalable</b>	Extension of channel marketing team Partner engagement
<b>Consistent</b>	Defined Service Level Agreements (SLAs)
<b>Pro-active</b>	Education and Enablement Planning, Execution, Reporting
<b>Local</b>	Partners single point - of - contact Channel marketing ownership

## Objectives:

- Support aggressive business growth goals with SMEs
- Get partner's mindshare vs competitive vendors
- Enable partners to execute joint marketing activities
- Optimise investments

## Workflow

<b>CLIENT</b> 				<b>CLIENT</b> 
<b>Strategy</b>	<b>Enablement</b>	<b>Campaign Execution</b>	<b>Campaign Management</b>	<b>Governance Model</b>
<ul style="list-style-type: none"> <li>• Business planning</li> <li>• Marketing strategy</li> <li>• KPIs</li> <li>• Budget</li> <li>• Content</li> </ul>	<ul style="list-style-type: none"> <li>• Training</li> <li>• Tools</li> <li>• Marketing consulting</li> <li>• Partner Management</li> <li>• Potential MDF mgmt</li> <li>• Activate mktg activities</li> </ul>	<ul style="list-style-type: none"> <li>• Pre-packaged marketing solutions</li> <li>• Marketing store portal</li> <li>• Matchcode execution</li> </ul>	<ul style="list-style-type: none"> <li>• Campaign Alignment</li> <li>• Quality control</li> <li>• Campaign in a box portal</li> <li>• Marketing funds control</li> </ul>	<ul style="list-style-type: none"> <li>• Quarterly review</li> <li>• Score card</li> <li>• Plan adjustments</li> <li>• Strategic decisions</li> <li>• Problem resolution</li> </ul>

*Think Global; act local.*

# Process

## Administrative Workflow:

1. Partner initiates a service request using the Marketing Store Portal.
2. Marketing Store Portal alerts the Matchcode partner manager.
3. Matchcode partner manager gets authorization from your channel marketing manager.
4. Matchcode partner manager activates local execution team and coordinates kick off with the partner.
5. Matchcode includes your sales team or other executives as needed.
6. Matchcode partner manager activates financial process.
7. Matchcode operational team will be responsible for the entire deployment.
8. Matchcode partner manager follows up on campaign results and builds reports.

## Score Card:

- MSB Effectiveness - Number of leads generated in the campaign directly by MSB
- Campaign Effectiveness - number of partners actively using the campaign
- Partners' Count - number of partners actively participating in the campaign
- Ease of Use - how easy was the campaign to use - ranking 1-5
- Timing - was the campaign on time
- How many projects initiated by partners were performed by MSB
- Campaign Rating done by partners - along the following criteria:
  - Effectiveness
  - Ease of use
  - Timing
  - If campaign not used, specify why



*Think Global; act local.*



## Channel Marketing Platform Tools

### MARKETING STORE PORTAL

Is an On-line Marketing Platform. It consists of a service catalogue, which allows a partner to order marketing services via a PO process. Once authorized, the marketing service will be executed.

### CHANNEL MARKETING SERVICES CATALOGUE

- Matchcode pre-packages the lists of services to be consumed by the partners and makes them available in a simple and attractive way.
- Partners have the opportunity to build their own marketing strategy by choosing any mix of products / services offered in the Marketing Store Portal.
- The Channel Marketing Services Catalogue automatically defines the marketing budget based on the marketing products / services configuration.

### PO PROCESS:

- Selects a service from the store catalogue that fits into the company's Business Plan initiating authorization process.

### MARKETING SERVICES EXECUTION

- Matchcode is responsible for flawless execution of the authorized services.
- Specialized teams will deliver services with one1 point-of -contact and local support.

### CAMPAIGN IN A BOX TOOL

It is mainly used to replicate Marketing campaigns in a simultaneous way under the same alignment in different geographic zones or companies; with Message, content, image and processes standardization.

*Think Global; act local.*

# Channel Marketing Platform Services



## • WEB DESIGN

We define contents and structure, design and program Html based web sites.

Includes Development and Programming of:

- Landing Page.
- Up to 6 internal links.
- Contact Form (Asp or php).

No integration with DB. One language. Html format. Images or pictures and texts generation are not included.

Ref: [www.myagri.net](http://www.myagri.net)



## • SEARCH ENGINE OPTIMIZATION

Web sites adaptation to improve rank at web search engines like Google or Yahoo.

Includes:

- Website architecture re-building.
- Contents generation for landing page.
- Contents generation for 5 specific internal links.
- Reporting with Google analytics.

Production costs of images are not included.

Rank position is not warranted.

Ref: [www.infolution.com](http://www.infolution.com)



## • SALES SUPPORT MATERIAL

We produce world class branded material to help increase sales and brand positioning.

Includes:

- Contents definition.
- Texts Generation.
- Up to 6 pages Company brochure design.
- Up to 5 product flyers design.

Printing and Images production are not included.

Ref: [SIASA](http://SIASA)



## • E-MAILING

Development, production and delivery of mass e-mailing.

Includes:

- Strategy definition.
- Html programming (up to 3 sections) and hosting.
- Mass delivery up to 200 e-mails.
- Reporting.

Images production and texts generation are not included. DB assessment is not included.

Ref: [Reuters](http://Reuters)

All marketing products could be fixed or adapted to different customer needs.

Think Global; act local.

# Channel Marketing Platform Services



## • DIGITAL BANNERS

We define contents, design and produce digital banners.

Includes Development and Programming of:

- 1 jpg banner or animated gif (up to 4 jpg).
- Up to 3 size/ format adjustments for media.

One language. Images or pictures production are not included.

Ref: Johnson Medical



## • CREATIVE ADVERTISING

Create advertising pieces for printed media like specialized newsletters or magazines.

Includes:

- Contents definition.
- Texts generation.
- Images production.
- File in curves format delivery.
- Up to 3 boxes for media fitting.

Media costs and media planning costs are not included.

Ref: Pirelli



## • ADVERTISING TEMPLATES ADAPTATION

Adaptation of advertisements into brands strategy and business objectives.

Includes:

- Contents definition.
- Texts Generation.
- File in curves format delivery.
- Up to 3 boxes for media fitting.

Images productions are not included. Media costs and media planning costs are not included.



## • MEDIA PLANNING

We select and deal with media.

Includes:

- Media analysis and selection.
- Pricing negotiation.
- Publishing follow-up.
- Up to 5 medias.

Ads production is not included. Media costs are not included. This service has a minimum charge of \$ 500.

Ref: All media support

*All marketing products could be fixed or adapted to different customer needs.*

*Think Global; act local.*

# Channel Marketing Platform Services



## • PR

We define and implement strategies to position companies in the market and build business relationships with the community, partners or media.

Includes:

- 1 Press Release generation per Quarter.
- Press release distribution into local journalists and opinion leaders.
- Lobby with journalists and journalists.

Publishing of press releases are not warranted.

Clipping not included.

Ref: [Epicor](#)



## • PRINTED BANNERS

We define contents, design and produce printed banners.

Includes Development and Production of:

- 1 banner file in high resolution.
- 1 printed banner (up to 1 x 2 m).
- Banner support.
- Delivery.

Images or pictures production are not included.

Ref: [Intel](#)



## • SALES POINTS AND PROMOTERS

Promoters at Point of Sales or Retail to push sales activities.

Includes:

- 1 Promoter per day (8 hrs). Minimum 3 days.
- Random supervising.
- Training.
- Reporting.

Shipping and transportation costs not included.

Dress up and POP material not included.

Ref: [Intel](#)



## • TRADESHOW EVENT

Participation on Expos with stands or booths.

Includes:

- Constructor selection and supervision (up 3x3m)
- Up to 2 day participation.
- Budget control, providers hiring and coordination.
- Reporting.

Execution, operative or production costs are not included.

Ref: [BBV Bank](#)

*All marketing products could be fixed or adapted to different customer needs.*

*Think Global; act local.*

# Channel Marketing Platform Services



## • RELATIONSHIP EVENT

Focused small events built specifically to improve relations with clients and prospects. Like Sport events, Test Drives, etc.

Includes:

- Organization of an up to 10 attendees.
- Half a day event (up to 4hs).
- Project Leader and delivery team assignment.
- Events definition, budget control, providers hiring and coordination.
- Reporting.
- 6 weeks of delivery.

Call strategy and attendance are not included.  
Operative or production costs are not included.

Ref: [Petrobras](#)



## • CUSTOMER EVENTS

We are a leading Events Organizer for IT industry on product launches, training sessions, products demos and business events.

Includes:

- Organization of an up to 50 attendees.
- Half a day event (up to 4hs).
- Project Leader and delivery team assignment.
- Events definition, budget control, providers hiring and coordination.
- Reporting.
- 6 weeks of delivery.

Images or pictures production are not included.

Ref: [Nasoft](#)



## • POINT OF SALES MAKE-OVER

Decoration and advertising displays for stores.

Includes:

- Basic image for a 5 x 5 m store.
- Design and development of branding elements (up to 3).
- 1 Box light (3 x 0,5 m) production.
- Wall plotter (4 x 2 m) production.
- Counter (3 x 1,2 m) production.
- Delivery and set-up of displays.

Images production is not included.

Ref: [Intel](#)



## • MARKETING CONSULTING SERVICES

Specialized Marketing Consultants delivers Planning, Developing and Advising for Demand Generation, Marketing or Communication Plans.

Includes:

- Senior Marketing Staff in 3 working weeks.
- Plan in ppt format.
- Operative costs details in Excel.

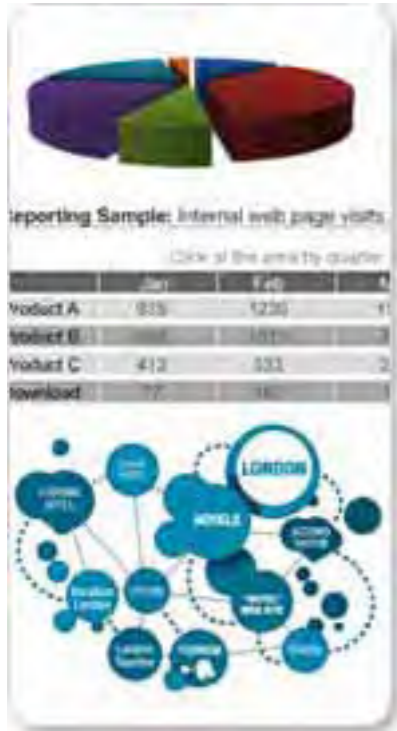
Operative, production or execution costs are not included.

Ref: [SAP](#), [Microsoft](#), [Intel](#), [Oracle](#), [Johnson & Johnson](#), [VMware](#)

*All marketing products could be fixed or adapted to different customer needs.*

*Think Global; act local.*

# Channel Marketing Platform Services



## • MARKETING INTELLIGENCE

We collect market data and process it to gain relevant information for Marketing & Sales decisions.

Includes:

- Corporate DB generation up to 200 contacts.
- Telemarketing service.
- Up to 5 fields of marketing information.
- DB in Excel format.

Target is concentrated on IT decision makers.

Ref: Intel Retail Tracker



## • LEAD GENERATION CAMPAIGNS

We design and execute B2B campaigns to provide sales departments with qualified leads.

Includes:

- Campaign definition.
- Production and delivery of 2 digital communications pieces.
- Tele-lead outbound qualification up to 200 contacts.
- 1 month outbound.
- Daily reporting.

DB assessment not included.

Images production not included.

Ref: Business Objects



## • MARKETING TRAINING

We develop tailored Marketing training sessions specialized for IT Integrators.

Includes:

- 16 hour on-site course.
- 3 to 5 assistants.
- Printed Material.

Trips and transportations are not included.

Ref: Microsoft TPM



## • NON - TRADITIONAL MARKETING

We break boundaries by new experiences marketing activities.

Includes:

- Creative sessions and definition.
- Project Management for 2 months total.
- Report at the end of the activity.

Production costs are not included.

Ref: Philips



## • ALLIANCES STRATEGY

We help Integrators increase their business by sharing efforts with 3rd parties, like banks or credit cards, complementing hardware, other companies.

Includes:

- 1 month of Alliances Specialist Service.
- Outsourcing position with full infrastructure.
- Effective contact with expected partners.
- 1 report at the end of the job.

Trips and transportations are not included.

Production costs are not included.

Ref: Intel-Microsoft

All marketing products could be fixed or adapted to different customer needs.

Think Global; act local.

## Why matchcode marketing services bureau?

- Because it is a Scalable solution
- It is Measurable and easy to use
- Works with best Time to market
- Has prepackaged marketing services
- Expands the market reach
- Guarantee corporate guidelines and Quality assurance
- Has One single point of contact
- Strong background in channel marketing



Need Matchcode solutions?

*contact us*

[www.matchcode.com](http://www.matchcode.com)

*Think Global; act local.*