

Arrow ECS Virtual Marketing Manager



ARROW ENTERPRISE COMPUTING SOLUTIONS

Welcome to the Arrow ECS Virtual Marketing Manager newsletter which explains the background to the recent development of the portal and introduces some of the new features now available.

Feedback from our channel partners shows that you need to free up more time to focus on selling, particularly in the current tough economic climate. In response, we've invested in building a comprehensive marketing resource to help you win more business!

It makes sense to use the professional marketing resources readily available through the VMM – completely free of charge – rather than reinventing the wheel.

You'll have more time and energy to plough back into your business.

But there's more...in addition to ready-to-go marketing materials, we've added major new functionality to the VMM since its launch. It now helps you to plan, apply for funding and run complete campaigns.

Using the VMM really could be the simplest, quickest step to growing your business and it's all there waiting for you!

If you haven't logged in to the VMM recently, we urge you to go online today. We know you'll be surprised at the extensive marketing support now available from Arrow ECS.

Create great marketing materials for your own business

The Virtual Marketing Manager allows you to very quickly and easily tailor marketing materials. Using a simple editing tool you can incorporate personalisation such as...

- Your logo and the relevant vendor logos
- Your contact and company details – supply these once and they'll always be available for you to insert
- Your choice from a range of images and colours to enhance your brand
- Your messaging with the flexibility to tailor the copy to include current promotions and offers

To register for access to the Virtual Marketing Manager, please visit www.arrowecsvmm.co.uk

Where does all the time go?

- Do you waste hours scouring vendor websites for the right brochure to send your customer?
- Is researching technical product information a real chore?
- Are evenings and weekends spent preparing sales pitches and presentations?
- Does writing marketing emailers leave you lost for words?

Not any more! The Arrow ECS Virtual Marketing Manager gives you easy access to everything you need to market and sell leading vendor solutions. Simply access all the available materials through our resource library.



Ready to use today!

The VMM puts an end to having to create direct marketing campaigns from scratch and to trawling through vendor websites. We've done the research on our major vendors and have brought together:

- Brochures, white papers, case studies, links and more to help you take solutions to market
- Sales toolkits, telemarketing scripts, presentations, competitive information and more to help you to sell solutions

...and with a powerful search facility to enable you to search by solution, campaign, or business issue.

There's no need to write and design your own materials – simply order the piece you require and receive it as...

- High-resolution artwork for printing locally and mailing out or...
- A PDF for attaching to an email

Think of the time and money you'll save!

Plan, implement, manage, track and measure

In its new format, the VMM now provides a complete framework for your own campaigns. It helps you to set goals, obtain funding, carry out all necessary activities and measure success.

- Plan your campaign and apply for funding – create a campaign overview document for approval by Arrow ECS Marketing.
- See the tasks and milestones you need to complete in order to deliver your campaign successfully – the 'activity schedule' will take you through the stages step by step.
- Keep a close watch on costs – the cost tracker breaks down and records all your spending to ensure you don't exceed your budget.
- Measure your success – popular reports including ROI, activity analysis, financial analysis, plus reports you can customise to show the key elements that matter to you.

Coming soon

We are constantly looking at ways to enhance the VMM to bring you more support. Watch out for new marketing campaigns and supporting materials from other vendors coming soon.

For more information, visit:
www.arrowecsvmm.co.uk



What's in the pipeline?

Have you ever missed an opportunity to piggy-back onto a vendor campaign because you weren't aware it was coming down the line?

With the VMM, you can see all planned Arrow ECS and key vendor activity for forthcoming campaigns.

You can align your own marketing to these activities to increase its effectiveness and make your marketing budget work harder.

For example, you could host a customer briefing session to coincide with the launch of a major new vendor product or send out a mailing piece to make them aware of a money-saving promotion.

New, improved navigation

The Virtual Marketing Manager takes advantage of the latest technology to provide the Arrow ECS partner community with modern, user-friendly and intelligent marketing functionality.

Our developers have recently given the VMM a new look and feel, so now it's even easier to navigate and browse than ever.

There's no need to click around different extranets. Simply highlight your interest in a particular vendor(s) when you register and we'll tailor the content you see whenever you log in.



Another piece of paperwork gone for good!

Julie Gibbs, Marketing Director at Arrow ECS in the UK, highlights the value the recently revamped VMM provides channel partners wishing to apply for Market Development Funds (MDF)...

"Our strategic relationships with vendors means we can help our partners to access discretionary funding as a contribution to marketing and other business development related activities.

To request MDF support, partners need to supply a marketing plan to Arrow ECS. Where this used to require manually completing a form and faxing it through to us, it's now a streamlined, easy online process through the VMM online tool.

You create the campaign overview document and email it to us for our feedback and – if you have provided a great campaign with tangible results – approval."

The good kind of red reminder!

In the day-to-day pressure of running your business, it's easy to miss a marketing deadline.

Now, when you log in, the VMM reminds you if you need to complete an activity (compiling a mailing list, booking a venue, mailing out an invitation...) to move the campaign along to a successful conclusion.



Want to find out more and see what's available on the VMM?

"VMM is head and shoulders above the rest"

That's the view of Andrew Broadhead, Head of Marketing at channel partner Richardson Eyres, the global provider of bespoke solutions for data centre consolidation.

Andrew comments, "While there may be tools around which also offer marketing resources, what really differentiates the Arrow ECS VMM is the activity planner.

This takes it to a whole new level above similar offerings. With VMM, I can check at a glance what the vendors and Arrow ECS are planning for the months ahead, to ensure we never miss an opportunity."

Andrew adds, "The VMM really looks the business, too, and is very easy to navigate and use. As soon as you log in, you can view a full vendor activity profile for all your chosen vendors. Having everything in one place like this saves an enormous amount of 'legwork' and has real value for Arrow ECS channel partners."

The VMM doesn't only help you to market and sell vendor solutions. It addresses the problems your customers expect you to help them address.

There are white papers and thought pieces on important issues such as business continuity, virtualisation, reducing energy consumption and more.

It's all there waiting for you! Take a look today by logging in or registering at www.arrowecsvmm.co.uk. Alternatively, please contact us by emailing marketing@arrowecs.co.uk

For more information, visit:
www.arrowecsvmm.co.uk