

Arrow Enterprise Computing Solutions Virtual Marketing Manager 2.0



Welcome to this update on the Arrow ECS Virtual Marketing Manager

For some of our channel partners, the VMM has become a mainstay of their business – their first port of call for information on vendor campaigns and a valuable tool to plan, implement, manage, track and measure the success of their marketing campaigns. Even in the continuing tough business climate, the VMM has helped them to grow their business and apply for vendor funding to do so.

Other channel partners have yet to benefit. Perhaps they have their own marketing resources or are just too busy today to give much thought to the marketing that will fuel their business tomorrow.



This newsletter shows why the VMM is well worth a try. A quick browse now to see all the support available could save you hours in the future by providing a

highly efficient, low-cost or even no-cost way to market and sell.

It could be one of the best things you ever do to grow your business.

Best regards,

Julie Gibbs
Marketing Director,
Arrow ECS

We've added new functionality, too...



Drawing on the Mailchimp email marketing service, our new e-marketing capability lets you upload your database, email out from it and then monitor your campaigns to see

who has received / opened / clicked through on your communication.

By identifying where a prospect shows an interest in your communication, you can be 'on the case' immediately to seize any opportunities the moment they arise. There is a small charge for this service, which may be covered by vendor programmes.



Using social media strategically lets you add value to your customers without bombarding them with information.

Our LinkedIn and Twitter messages feed into the VMM, for you to rebroadcast to your followers as appropriate. You could, for example alert customers to an important piece of industry news or a special vendor promotion.

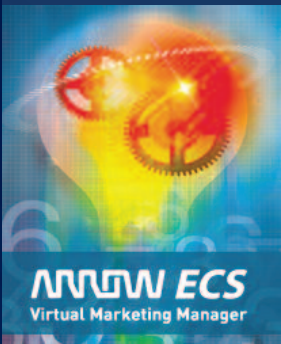
Whether you're a committed fan of the VMM or have yet to be convinced, why not take a look?

New! Improved! And offering you more

The refreshed VMM has a new look and feel. For example, it's now easier to find information on your chosen vendor(s) with our new vendor dashboard. Simply click on their familiar logo and off you go. There are improved search facilities and greater interaction across the whole of VMM.

One new feature that is sure to appeal is that we've made it easier than ever to apply for funding. You'll see the new 'Apply for funding' tab as soon as you open up the VMM. Just click on it and you're away!

Visit www.arrowecsvmm.co.uk today!



Value for Arrow ECS channel partners of all sizes

The Arrow ECS Virtual Marketing Manager is aimed at businesses of all sizes and is a unified resource.



- The VMM has proven value at bringing together in a single location information on over 16 vendors
- It provides you with the information to enable you to develop joint propositions with your chosen vendors
- It's the go-to destination to expand your portfolio and sell a new vendor into your existing base
- It's a mechanism for accessing all-important vendor funding for your campaigns
- It provides easy access to everything you need to market and sell leading vendor solutions: technical product information, sales pitches and presentations, marketing materials everything is there, ready and waiting for you to pick up and run with

"We're planning to draw on the support of Arrow ECS in testing out new marketing campaigns. While to date we have been self-sufficient in this aspect, it is always good to have a fresh perspective and Arrow ECS offers a wealth of sales and marketing expertise, in-house and through its network, which can only benefit our business."

Mark Bodger

Business Development Director,
ICit Business Intelligence Limited

New readers start here

If the VMM is a new concept for you, here are some highlights of what's on offer:

- **Make your marketing budget work harder** – view vendor campaigns in the pipeline to see how we plan to support them, so you can capitalise on forthcoming initiatives.
- **Plan campaigns and apply for funding** – step-by-step guidance helps you to create an online campaign overview document for approval by your Arrow ECS account manager.
- **Schedule campaigns** – the VMM automatically generates a list of typical tasks with an activity schedule and then prompts you to deliver your campaigns on time.
- **Access ready-to-go marketing & sales materials** – within 15 minutes, you could have downloaded marketing materials, reworked them with your own logo and graphics, and sent them on their way to your target audience. Ready-to-use sales presentation materials are also instantly available.
- **Track costs** – breaks down and records all spending to ensure you come in on budget.
- **Measure your success** – reports such as ROI, activity analysis and financial analysis show the results of your campaigns and feed into future planning and vendor funding.
- **Access a centralised store of information** – having a wealth of vendor and technology information in one location puts an end to trawling through multiple vendor websites.
- **Sell more effectively** – there are sales toolkits, telemarketing scripts, presentations, competitive information and more to help you to sell solutions.

Think of the time and energy you'll save!

Uniquely yours

We understand that some channel partners are concerned they may be competing in the same space as others. Here's how we can help you to differentiate your business...

Using a simple editing tool, the marketing materials available on the VMM can all be completely customised to reflect your own business image and the value you can add.

The campaigns you create through the VMM can be supported by email marketing and followed up by professional telemarketing.

The Arrow ECS marketing team can guide you in targeting customers on our database who have not been contacted recently by another channel partner. Why not give us a call on **0800 983 2525** or email marketing@arrowecs.co.uk?

Thought leadership



On the refreshed VMM, there will also be a centralised digest of news on industry trends and innovations.

Coverage of topics

such as virtualisation, security and cloud computing will keep you informed on the key issues of the day.

Take a look at our current solution campaign materials today by logging in or registering at www.arrowecsvmm.co.uk.

Maximise the value of lead generation campaigns for your business



For over a decade, CPB UK Ltd, our preferred telemarketing agency, has been helping Arrow ECS to generate excellent quality leads for the channel partner community.

The CPB UK team are fully trained and

equipped with all the information necessary to engage effectively with prospects and generate strong, fully qualified leads that get you through the door, with a strong likelihood of conversion.

You can access CPB UK directly via the VMM, where you'll find further information on services, pricing and terms. Alternatively, to discuss how professional telemarketing could support your campaign, call the Arrow ECS marketing team on **0800 983 2525** or email marketing@arrowecs.co.uk

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