

# Arrow ECS Marketing Services

## End-to-end Lead Generation

### Getting you through the door

Whether you want to reach new prospects or attract more sales from your existing customer base, Arrow ECS offers intelligent marketing support every step of the way. Our marketing initiatives expand your reach and help you to target the right prospect first time and make a productive telephone follow-up. We also support you in cost effectively building your business and apply our specialist knowledge to help you enter new industry sectors.

Our vendors, partners and people who work with us say that Arrow ECS delivers the best marketing service in the IT distribution industry. We're determined to maintain this level of service to our channel partners as we continue to invest in solution-led marketing that fundamentally addresses customers' real-world concerns.

In many cases, Arrow ECS marketing activity lead generation really benefits all our channel partners by delivering incremental business as a direct result. We can plan and implement campaigns tailored specifically to reach your target market with your specialist areas of focus.

We also have a very strong thought leadership programme. For example, in areas of particular expertise such as virtualisation that you can leverage to generate your own brand awareness and interest, which complement and enhance the infrastructure, security and virtualisation solutions we collectively can offer.

### Planning your campaign

Working with Arrow ECS and one of our preferred agencies, we can work closely with you to plan and implement a campaign that creates high quality opportunities for your business, by:

- Exploring your objectives and business strategy
- Devising the initial messaging, concept and design for submission to the vendor
- Creating an approach document or telemarketing script
- Sourcing the right target list

A typical campaign might take the form of generating opportunities to invite prospects to a seminar or a punchy email communication, through to profiling your customers and creating awareness of your offerings.

Our recently refreshed Virtual Marketing Manager (VMM) at [www.arrowecsvmm.co.uk](http://www.arrowecsvmm.co.uk) is the ideal way to request this support. It's also a source of ready-to-go marketing materials, if you prefer to run your own campaigns.

### About the Virtual Marketing Manager

Feedback from our channel partners shows that you need to free up more time to focus on selling. 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.

The VMM provides you with:

- Access to complimentary, ready-to-go marketing materials
- Personalised campaigns to your business
- Instant access to resources such as sales toolkits, telemarketing scripts, presentations and more
- End-to-end campaign management
- Set goals, obtain funding, plan and run campaigns, and measure their impact.

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!

[www.arrowecsvmm.co.uk](http://www.arrowecsvmm.co.uk)



## Reaching the right IT decision-makers

How precisely an audience can be targeted has a direct effect on the volume of success in any marketing campaign.

As part of our service, you have access to a database\* of over 62,000 active names when working on a joint campaign. The database is constantly cleansed and kept up-to-date, weeding out those who do not respond to telemarketing or who prove impossible to reach.

The database holds IT contact and installation details for 88% of the UK based medium and large sized organisations. We can slice and dice the data, using criteria such as geography and vertical alignment, to create exactly the target audience you need.

\* Data is provided to a third party agency for lead generation purposes and cannot be supplied directly to the reseller as it is a breach of our contract with CPB UK Limited. A confidentiality agreement will have to be signed and adhered to.

## Creating the desirable approach

Before embarking on any project, the foundation of the campaign needs to be precise to ensure we create an accurate approach for your campaign. We will engage initially to find out more about your business, understand your route to market including your focus and messaging. We will then create an approach document, which is generally only used as a reference and during the training workshop, to brief the telemarketers.

## Opening up the conversation with the prospect

To get you 'through the door', we draw on the specific skills in all areas of IT infrastructure among the teams of experienced telemarketers within our chosen agencies. We ensure they are fully trained and equipped with all the information they need to confidently engage with the prospect and create a qualified, hot lead.

So far, so good. But...We must prove to the vendors that funding your campaigns is a good investment. To do this, we supply a regular status report on how our channel partners are handling the leads we generate. This demonstrates that we run successful campaigns and that you are capitalising on the opportunities generated. Vendors are always keen to re-invest in resellers who show this level of commitment and provide feedback on all their leads. This is where the online Arrow ECS Sales Lead Portal (SLP) comes in.

## Keeping you up to date

The Arrow ECS Oracle Channel Informer is a monthly email containing useful Oracle technical, sales and marketing information on both hardware and software. It also contains key dates for Oracle and Arrow ECS Partner events and includes any seasonal promotions.

To subscribe to this invaluable resource visit:

[www.arrowecs.co.uk/subscribe](http://www.arrowecs.co.uk/subscribe)

## Any questions?

If you would like to discuss how your business could benefit from Arrow ECS marketing support, please contact your Account Manager, email [marketing@arrowecs.co.uk](mailto:marketing@arrowecs.co.uk) or call 0800 983 2525.

