

Partner Marketing as a Service (PMaaS) was designed as a modularised partner marketing programme, enabling partners to create a comprehensive, co-branded demand and lead generation campaign based on a specific Microsoft solution play within 8 weeks.

The basic Module 1 comprises a nurturing campaign that is enriched by thought leadership and infographics, accompanied by market intelligence and targeting lists (via Apollo) to support partners in their market approach.

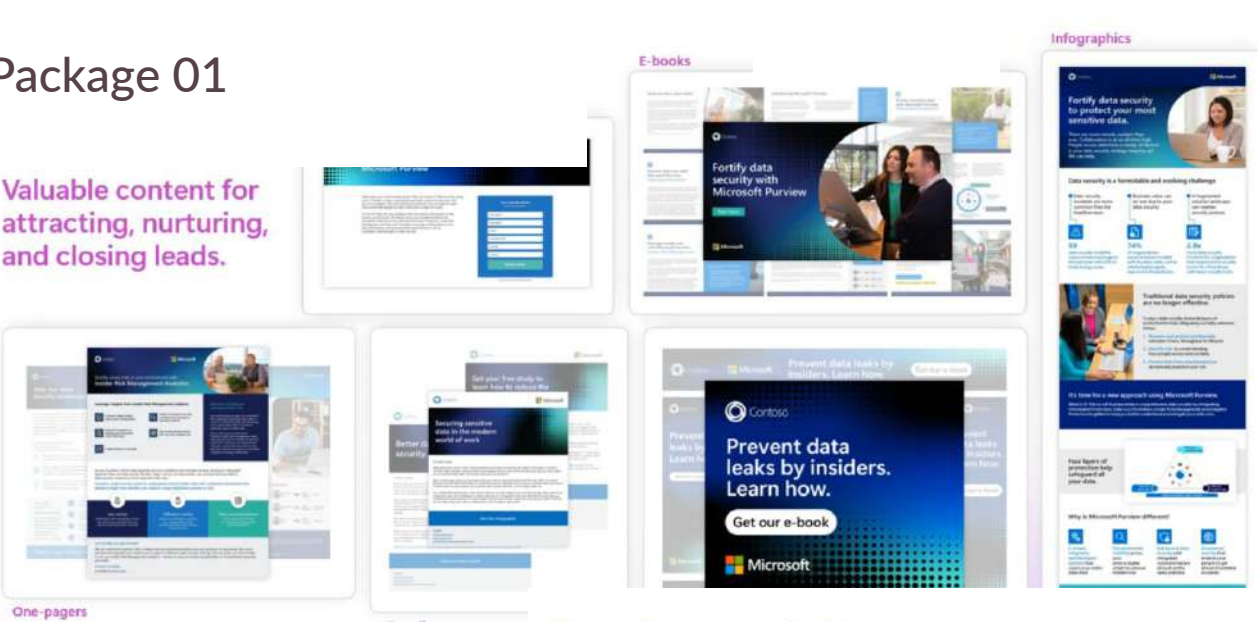
Partner could choose to take the campaign further with assets for paid social, ABM and webinar-focused campaigns.

Structured as standardised packages, they allowed for clearly defined projects and agile delivery.

Creating assets for GTM and sales teams to accelerate revenue

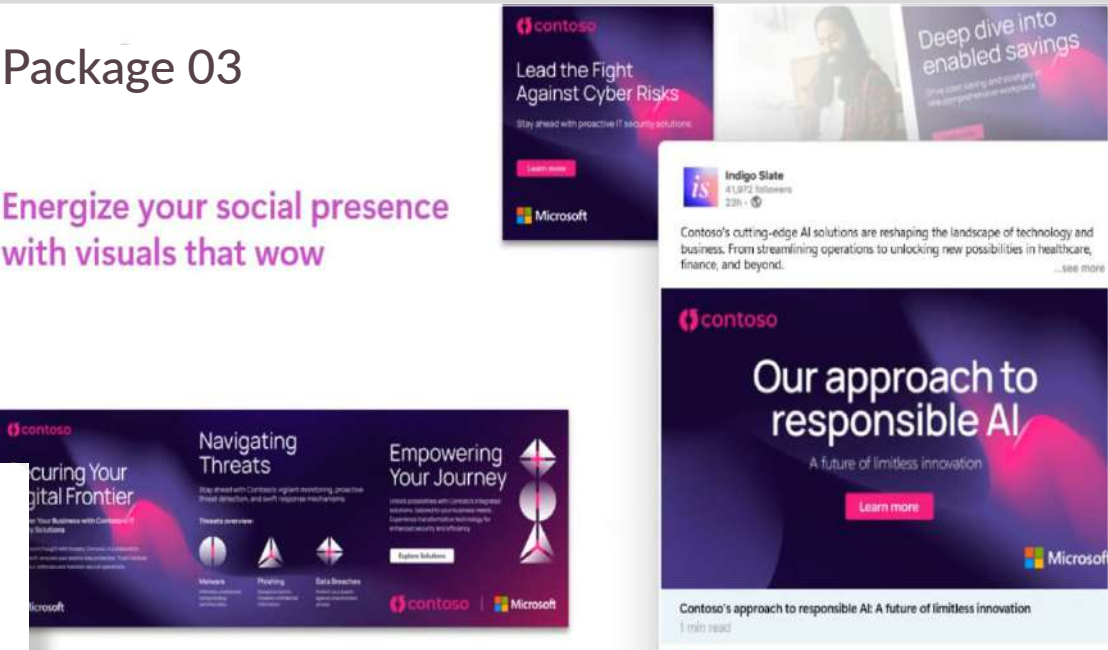
Package 01

Valuable content for attracting, nurturing, and closing leads.



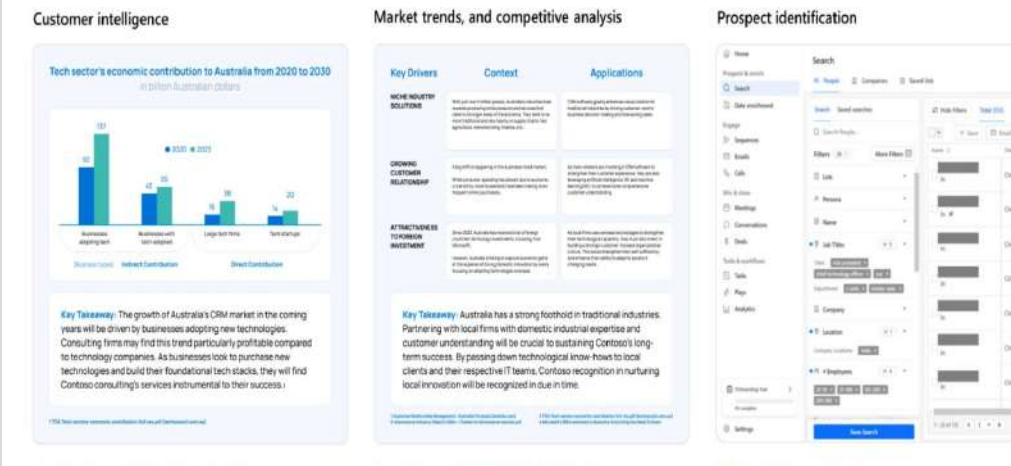
Package 03

Energize your social presence with visuals that wow



Package 02

Customer Intelligence Report



Package 04a

Transform company leaders into thought leaders

ABM content campaign support

