

# Channel Service Offerings

## 1. Outbound Demand Generation

- Appointment-setting
- Lead qualification and lead nurturing
- Audience acquisition
- Partner recruitment



## 2. Inbound Tele-Marketing

- Channel concierge desk
- Inbound response management
- Click-to-call & click-to-chat



# Channel Service Offerings



## 3. Event Management

- Seminars, Trade Shows, Conferences
- Webinars



## 4. Database Services

- Data development /data optimization
- Data analytics, modeling, and market research

# Channel Service Offerings

## 5. Channel Support

- Loyalty and reward programs
- Management of MDF/co-op funds
- Online training
- Sales programs
- Content management
- Landing pages, microsites, SEO



## 6. Integrated Marketing Support

- Email campaigns
- One-on-one email fulfilment
- Social media programs
- Direct mail



# Channel Service Offerings



## 7. Creative Services

- Brochures
- Signage
- Newsletters
- Development of marketing/ merchandizing kits
- Email templates
- Banner ads