

Sample Channel Partner Campaigns

What sets Winn apart from the crowd is our 22-plus years of marketing experience and our understanding of the unique challenges of channel partners and resellers in. Winn is a preferred channel vendor for many technology companies, including IBM, Arrow, EMC, Sage, HP, and VMware.

For Channel partners and resellers, Winn offers discounted, turnkey marketing packages for demand generation, lead nurturing, event marketing, and contact discovery services. Winn's turnkey campaigns include the following work elements:

- Complete program setup
- Call guide and messaging development and testing
- E-marketing and marketing automation
- Outbound calling
- Dedicated program management
- Real-time reporting
- Landing page development and maintenance
- Internet research (when appropriate)
- Social media supplementation (when appropriate)

DEMAND GENERATION

Winn's demand generation campaigns are designed to identify both immediate sales opportunities (sales-ready leads) and pipeline leads for ongoing cultivation.

500 contacts	\$	TBD
Outbound hours		75
Estimated leads		5 – 10

750 contacts	\$	TBD
Outbound hours		100
Estimated leads		10 – 15

1000 contacts	\$	TBD
Outbound hours		150
Estimated leads		15 – 20

CONTACT DISCOVERY

Partners provide us with a list of target accounts for whom they want to gather contacts and their demographic information. Winn uses a 3-phase approach for contact discovery campaigns: database map/append, Internet research, and outbound calling to collect and verify contacts.

200 target accts	\$	TBD
Outbound hours		75
Est. Verified Contacts		400

400 target accts	\$	TBD
Outbound hours		150
Est. Verified Contacts		800

600 target accts	\$	TBD
Outbound hours		225
Est. Verified Contacts		1200

EVENT MARKETING

Winn offers audience acquisition services for live events and webinars. Most partner events are free-of-charge and **only 50% to 60%** of prospects that register for a free event will actually attend. The actual number of prospects that register for a free event depends upon many factors including the quality of the database, the time allotted for outbound calling, the promoted agenda and venue, travel time and expense, and conflicting events that address the same audience. Winn includes confirmation calling to all registrants at no charge.

500 contacts	\$	TBD
Outbound hours		50
Estimated regs		10 – 12

1000 contacts	\$	TBD
Outbound hours		100
Estimated regs		20 – 24

1500 contacts	\$	TBD
Outbound hours		150
Estimated regs		30 – 34