



TSL integrated channel Marketing approach



Our value proposition



-  Objectively drive marketing investments through your channel network
-  Enhanced channel partner mind-share & wallet-share of business
-  Help reduce your channel partner sales cycle time
-  Committed tangible and intangible Return on Channel Marketing Investment
-  Brand visibility, positioning & differentiation through channel presence
-  Full-service integrated extended marketing arm



TSL Services Offerings

Channel Enablement

- Profiling
- Recruitment
- Enablement
- Support
- Process set-up & Activation
- Pipeline build Capacity Planning
- Measurement, reporting & analysis

Data Services

- Database Marketing
- List Build
- List Cleansing
- List Append
- Data Analytics
- CRM Integration
- Email append

Tele Services

- Lead Generation
- Appointment Setting
- Inquiry Management
- Event Drive
- Telesales
- Inside Sales Support
- Lead Progression
- Lead Nurturing

Integrated Marketing

- Creative Services
- Social Media
- Branding
- SEO
- Webinars
- Website Development
- Content Creation
- Email Marketing
- Direct Mail
- Marketing Automation

Consulting Service

- Focused on Revenue
- Focused on Progression
- TEAM Workshops
- Marketing Plan Creation
- Sales Playbooks
- Marketing Plan Management
- Event Management

Channel marketing solutions

Ideas-to-blueprint Consulting



Comprehensive & integrated capability

- Consulting & Workshops

- Governance & set-up

- Partner engagement & enablement

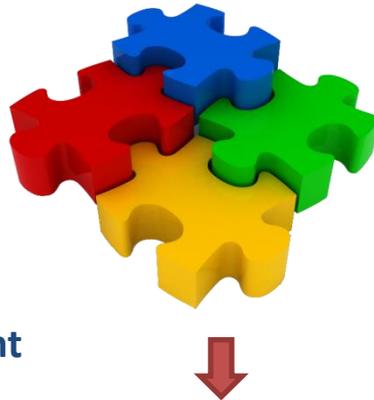
- Partner recruitment

- Partner activation

- Partner account management

- Lead generation

Capability



- Nurturing & progression

- Data Services

- Pipeline management

- Digital & social media marketing

- Creative services

- Channel Marketing Fund (CMF) & OEM online tool management

- Analysis and Reporting

Plan channel strategy (Part of kick-off workshop)



- Understanding your industry channel eco-system
- Review of competition
- Review your 'As-Is' channel strategy
- Review digital marketing initiatives
- Brainstorm the What-Why-How-Who scenario in your current strategy
- Understand and underline your key channel marketing objectives
- Benchmark current channel performance against desired outcome
- Gap Analysis
- 'Should be' blueprint
- Channel Marketing Fund (CMF) allocation by tactics

Engage channel partner

Partner Profiling

Partner Recruitment (Optional)

Partner On-boarding



Online tool set-up and management

Governance process set-up

Partner Account management

Joint marketing plan creation

- Partner market eco-system analysis
- Partner SWOT /preference analysis
- Channel conflict identification, if any, and resolution



- Alignment of partner plans with yours
- Marketing workshop – marketing and sales calendar
- Activities & tactics plan by timeline
- Roles & Responsibilities
- Plan sign-off



'Battle' Framework



Market segment

- ▲ Industry verticals
- ▲ Company size
- ▲ Geography



Competition review



Partner sweet-spot



Product portfolio

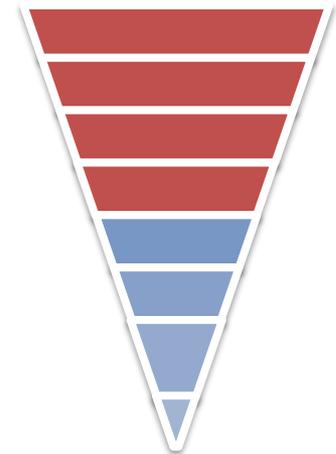


Partner enablement

- ▲ Messaging, playbooks, guides, scripts



Funnel development plan





Execution Metrics

 Define performance management system

 Define performance metrics

- ◆ Pipeline targets
- ◆ Value per lead tagged
- ◆ Lead flow rate
- ◆ Lead facilitation and acceptance rate
- ◆ Digital marketing metrics
- ◆ By product, by industry, by geo funnel
- ◆ Closure rate
- ◆ CMF Vs RoMI

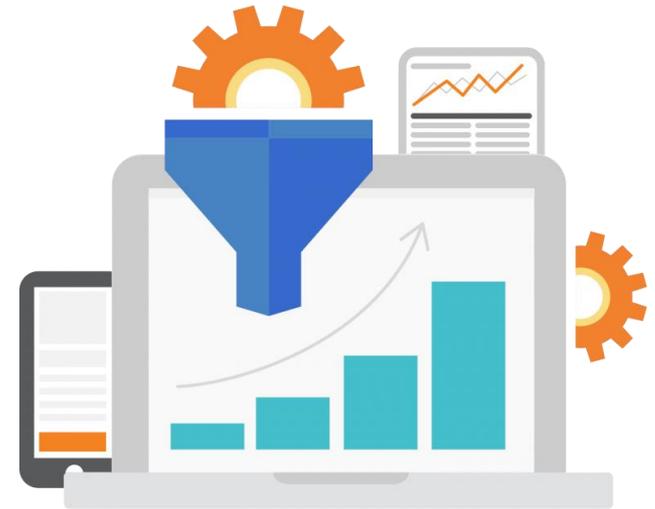
 Align and assign ownership to metrics within the channel system

 Create a closed-loop performance assessment system

Lead generation

Post – enablement activities and tactics

- ◆ Databases
 - ◆ Profiling
 - ◆ Integrated Digital marketing plans
 - ◆ (Social, Content, SEO, Web pages, creative, advts.)
-
- ◆ Lead generation
 - ◆ Nurturing & Progression
 - ◆ Event planning & execution
 - ◆ Analysis and reporting
 - ◆ Tracking CMF spend



Review and Analysis

-  Based on performance management system
-  Tracking, analysis & reporting to company and to partner
-  Weekly status review calls
-  Comprehensive weekly report
-  Trend Analysis (numbers slicing and dicing)
for looping back into continuous improvement process and course correction, if required

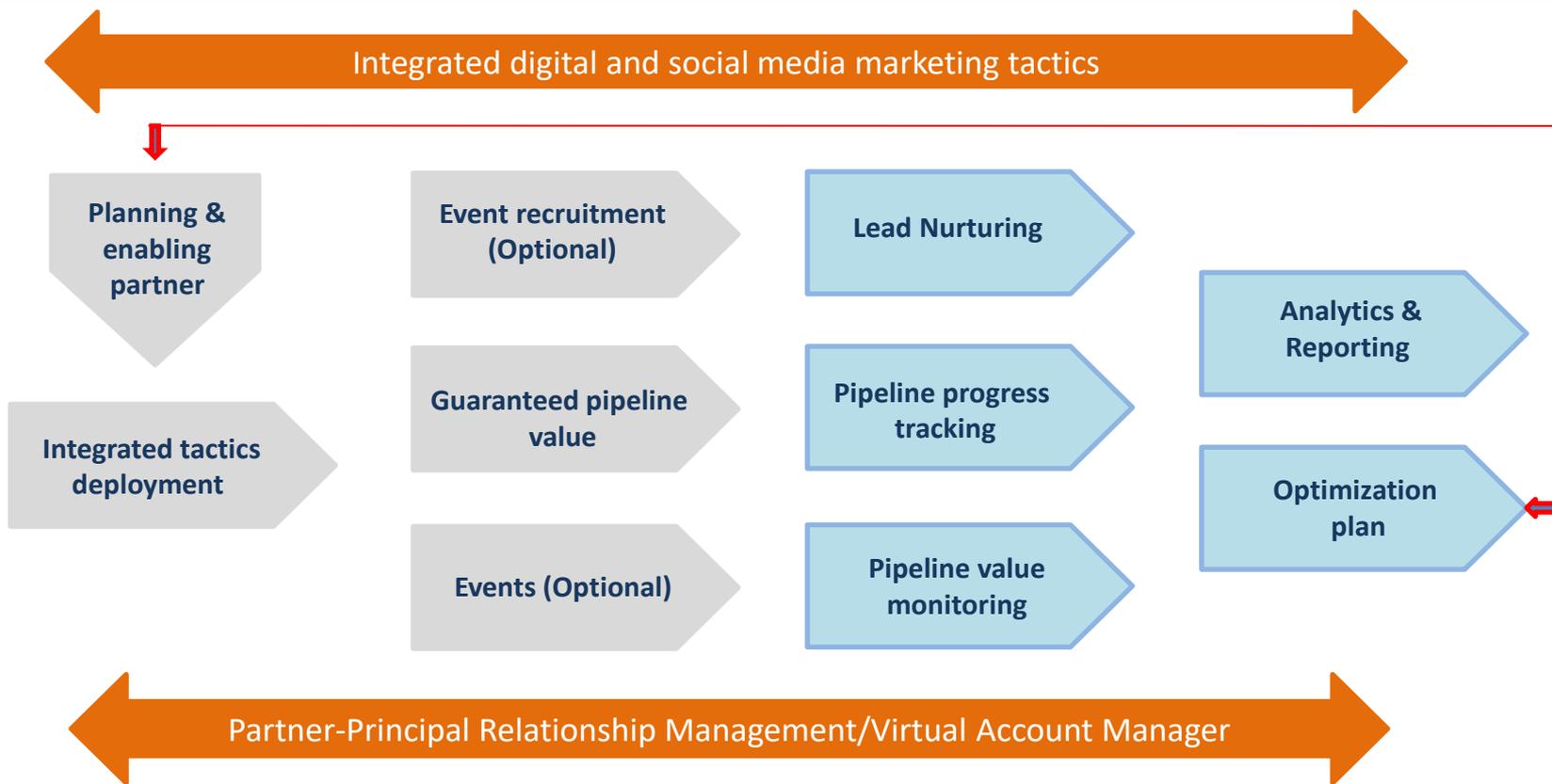


Track Wins



-  Aggressive nurturing & progressing to ensure logical conclusion on leads
-  Support partners to close and win
-  Help reduction in sales cycle time
-  Help maximize pipeline to win ratio; hence, maximize RoMI

End-to-end Channel Partner marketing execution model

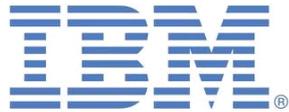




Benefits



-  Enhanced partner loyalty & commitment
-  Virtual account manager for your partner
-  Channel conflict resolution
-  Wider & deeper geographical coverage
-  Streamlined channel network
-  Enhanced efficiency of channel activity –
Up-stream & Down-stream
-  Enhanced brand awareness and visibility





Thank You