



MARKETING-AS-A-SERVICE

EXTEND YOUR MARKETING TEAM WITH DEDICATED CHANNEL EXPERTISE

WHAT IS MARKETING-AS-A-SERVICE?

Marketing requirements and expectations are rapidly changing — so much so that the level of marketing expertise needed to implement successful campaigns may not be available in all organizations. As marketing priorities continue to pile up, the pressure to constantly and consistently execute successful campaigns and drive results inevitably places an overwhelming burden on internal resources and staff. Marketing-as-a-Service (MaaS) can ease that burden.

Every organization has different priorities that require customized marketing support, based on their unique objectives. When you transition to a subscription-based marketing model, our in-house marketing experts act as a complete extension of your core team to support your business’s marketing goals.

MaaS is designed to support your marketing efforts through a carefully balanced mixture of strategy, implementation, and execution, so we can provide end-to-end campaign development coverage. As your MaaS provider, we synchronize with your goals and objectives, so we can execute all campaigns on your behalf in a constant and cohesive journey. Even better, this process frees up your internal staff, so they can focus on more strategic priorities within your business.

WHAT ARE THE BENEFITS OF MARKETING-AS-A-SERVICE THROUGH THE CHANNEL COMPANY?

With MaaS, we can help you adapt and modify your marketing approach to drive engagement and results with unified, sales-savvy campaigns that continually generate leads and help take your brand to a higher level.

When you leverage The Channel Company and transition to a subscription-based marketing model, we provide access to a core group of full-time marketing experts that operates as an extension of your in-house team and provides end-to-end campaign development and execution.

Along with the latest marketing technology and tools, you gain access to an entire network of talented content writers, SEO experts, social media pros, graphic designers, video producers, and web designers who are ready to bring your campaigns to life. As a result, your marketing campaigns will encompass a unified vision and speak with a voice that’s consistent with your branding and core values.

Main Benefits of MaaS



Marketing Expertise



Technology-Driven Focus



Big-Picture Impact



Agility



Cash Flow

WHAT ARE THE BENEFITS FOR SMALL/MEDIUM VERSUS LARGE PARTNERS?

Benefits for Small/Medium Organizations:

Small and medium-sized organizations often lack the marketing skillsets and resources needed to execute successful campaigns that integrate key components across digital, content, social, video, print, and more. Couple that with the constant barrage of requests to push the company's message through product and partner priorities, and the marketing team is left feeling overwhelmed to the point where they risk underperforming and thus negatively impacting the department as a whole.

Using MaaS, our marketing professionals have the complete end-to-end skillset to execute successful campaigns on your behalf and achieve the needed results, leaving your marketing team to focus on other priorities. It's also more cost-effective in the long run to use a subscription-based model rather than hiring freelancers for one-off projects, since such projects are often rushed and incur additional charges.



Benefits for Large Organizations:

Larger organizations may not feel they need MaaS because of their extensive in-house marketing teams, but there is absolutely a benefit for such organizations to leverage MaaS.

In larger enterprise-level businesses, the requirements for successful marketing initiatives are often very strict, resulting in a proportionately heavier workload as the various teams execute large-scale campaigns. Over time, this can negatively impact productivity across the board as various in-house teams struggle to keep pace. Consequently, larger organizations often struggle to achieve one of the critical components of a successful marketing campaign: a steady flow of content.

As a company full of dedicated MaaS experts, we can help your business develop and execute a reliable content marketing strategy that aligns with your buyers' needs. More importantly, we can also arm you with the tools you need to maximize your marketing ROI and achieve sustainable business growth at scale.



WHAT IS OUR APPROACH?

Bridging the Gap Between Traditional and Digital

The marketing landscape has changed dramatically over the last several years, and we've been there every step of the way. Our MaaS approach can take your organization from legacy marketing methods to full-funnel digital marketing campaigns that demonstrate the impact of marketing's influence on sales opportunities.

OUR APPROACH:

- Marketing performance assessment and evaluation
- Development of integrated marketing and promotional plan
- Coordination, management, and execution of campaign elements
- Use of modern marketing tools
- Insight and collaboration with sales leadership
- Consistent campaign reporting
- Comprehensive analysis and modifications to meet campaign objectives

WHY PARTNER WITH THE CHANNEL COMPANY?

We are the channel experts. Backed by more than 34 years of technology channel experience, The Channel Company is the leader in IT news, research, and events for solution providers, technology resellers, and IT professionals. As the publisher of CRN — the #1 source for IT channel news, analysis, and insight — we understand the challenges facing partner and vendor ecosystems better than any other media network. Our marketing services will help you amplify your brand, services, and solutions to generate leads, sales, and new customers through:



Marketing Strategy

- Discovery Workshops
- Content and SEO Assessments
- Custom Integrated Strategy
- MDF Optimization



Marketing Services

- Content Strategy and Development
- Digital Strategy and Execution
- Event Strategy & Management
- Video Production Services



Program Execution

- Dedicated Client Success Team
- End to End Program Management
- Weekly Progress Updates



Demand Generation

- Traffic Generation
- Social Media Services
- Lead Generation and Nurture Programs
- Lead Qualification Services
- Sales Enablement Support



Operations and Analytics

- Full MDF Management
- Proof of Performance and Claiming
- Lead Upload Management
- Program Performance Reporting

Let us show you how Marketing-as-a-Service can help transform your marketing approach. Contact your account representative today or email partnerdemand@thechannelcompany.com