



SHORTEN THE SALES CYCLE

Let Your Light Shine With Agency Ingram Micro

Crafting perfect IT solutions is only the first step in developing a successful channel practice. Technology resellers and services providers must be adept at letting the market know about their offerings and value propositions in order to maximize sales and grow their businesses. Agency Ingram Micro (AIM) gives IT solution providers access to a full-service marketing agency purpose-built to fuel success for partners.

LEARN

IT solution providers are experts at developing business-focused technology product and service offerings that address their clients' most pressing needs. When it comes to the intricacies of bringing those solutions to market and generating interest and demand, however, channel partner efforts can sometimes fall short of the mark.

Today, technology marketing is a discipline unto itself, with a wide variety of delivery mechanisms, all aimed at capturing the attention of potential customers at various stages of the buying cycle. According to a recent Technology Content Survey Report from Eccolo Media, the typical portfolio of marketing materials has grown from five main content types in 2008 to 16 in 2014.

IT marketers today must be skilled in the development of white papers, brochures, data sheets, case studies, technical guides, blogs, Webinars, social content, e-newsletters, podcasts, infographics, and video/multimedia. They also need to develop marketing strategies that leverage multiple channels such as the Web, e-mail, print, earned and owned media, and events.

That's a tall order for partners primarily focused on maintaining technical acumen in an industry that's constantly evolving and churning with emerging technologies. Agency Ingram Micro, or AIM, helps bridge the gap for solution providers who need comprehensive, tech-savvy marketing services, such as brand consulting, creative services, marketing strategy research, peer-to-peer networking, advertising and video production.

Expert marketing helps IT solution providers succeed and grow. In their analysis of Ingram Micro's top 500 SMB-focused resellers, channel strategy firm The 2112 Group found that partners who avail themselves of Ingram Micro's professional sales and marketing enablement services outperform their peers in pace of growth and overall performance.

Agency Ingram Micro offers end-to-end services in advertising, brand strategy, integrated direct marketing, events, and product marketing. AIM's channel-focused services include:

- Advertising
- Brand strategy and development
- Corporate identity
- Creative services
- Event services
- Lead generation
- Marketing strategy research
- Media planning
- Peer-to-peer networking
- Public relations
- Sales training
- Manufacturer-to-partner networking
- Video production
- Web design



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With more than 200 marketing professionals in North America to serve both manufacturers and resellers, AIM works with Ingram Micro's Business Intelligence unit to build proven, performance-based marketing programs that deliver proven, measurable results.

INNOVATE

Whether helping partners execute on their own marketing investments, or assisting with efforts funded through manufacturer market development fund (MDF) programs, AIM focuses on four strategic business objectives. Addressing these key challenges is at the heart of the AIM approach to marketing for technology firms.

Grow

AIM helps partners take their businesses — and their share of wallet — to new heights by defining their industry positions, identifying their audiences, finding growth trends, and applying marketing best practices to improve market presence. Customized marketing plans can include new-business launch programs, broad net-awareness campaigns and long-term strategic marketing programs.

Acquire

New products, markets, verticals and client segments are top priorities for many IT solution providers. AIM helps partners introduce offerings and engage with new customers through customized, recruitment-focused marketing plans.

Win Back

AIM's end-to-end marketing expertise and sales enablement tools can proactively prevent customer loss, increase engagement and recover lost business. AIM helps client sales representatives gain better traction with their accounts through customized market education, technology certification, product training, boot camps, and other Ingram Micro-sponsored sales training and tools.

Retain

For established partners, AIM focuses on growing revenue by driving loyalty and building value with existing partners. Rewarding top customers and key decision-makers with promotions and loyalty programs, and encouraging cross-selling and upselling of products with incentives and advanced lead-generation programs, can help take even a mature partner business to the next level.



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GROW

As a full-service agency, AIM works with partners at every stage of the marketing process. Agency Ingram Micro experts work to define the partner's business objectives in order to create the most effective strategic marketing plan. AIM's consultative approach includes:

Preparation

Agency Ingram Micro's work begins well before the first meeting with the partner. The AIM team does its homework, reviewing the partner's history, performance, existing marketing assets, client profiles, challenges, market landscape, available resources and anticipated team roles.

Discovery

AIM experts dive deep into the partner's market position, objectives, and customer and market targets. The team asks questions, develops a SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis, and begins to define the partner's vision for the future.

Planning

AIM brings all of Ingram Micro's vast technology channel experience to bear in the planning stage, matching partner goals and expectations with practical considerations such as budget constraints, delivery schedules, resource allocation needs, and alignment with sales objectives.

Proposal

All of the work done in the preparation, discovery and planning phases comes together in a set of strategic recommendations from Agency Ingram Micro. Once approved by the client, the work of selling the partner to the world can be formalized in an agreement.

Execution

Here, Agency Ingram Micro's strategic plan is set into motion. New creative product is developed and distributed in support of the partner's new vision. Equally important, all deliverables, schedules and budgets are carefully monitored to ensure successful implementation.

Measurement

Launching a new marketing program is just the first step. Agency Ingram Micro continues to measure the success of its activities and make adjustments to the plan to ensure optimum effectiveness.

Agency Ingram Micro is a full-service marketing agency uniquely focused on the needs of technology resellers. AIM experts see the tech world through creative eyes and craft proven, measurable marketing programs that help channel partners maximize sales and grow their business.



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CONTACT US

To learn more about Agency Ingram Micro or to contact an AIM representative, visit agencyingrammicro.com.

