

Capture the Cloud Webinar Series

May 23, 2019

How PartnerOn Can Help Sell More Cloud Solutions



Agenda for today



PartnerOn & Nurture Marketing

Ken Keyes– *Director of Enterprise Sales, ContentMX*

Eric Rabinowitz– *CEO, Nurture Marketing*



Q&A



Streaming Marketing For You

Ken Keyes, Director of Enterprise Sales

ken@contentmx.com

May 23rd 2019



What is Streaming Marketing?

- Always-On marketing
- Episodic campaigns driving leads
- Available weekly for publishing to all digital properties

Why is Always-On Better?

- Our organization lacks time?
- We don't have the dedicated people
- We are mostly a sales driven organization



What if streaming marketing:

- Only took 5 minutes a week?
- Increased MQL's by 225%?
- Increased sales by 40%
- And was FREE!!!
- And no boxes

Introducing PartnerOn for SYNEX

- The first streaming marketing service for channel partners



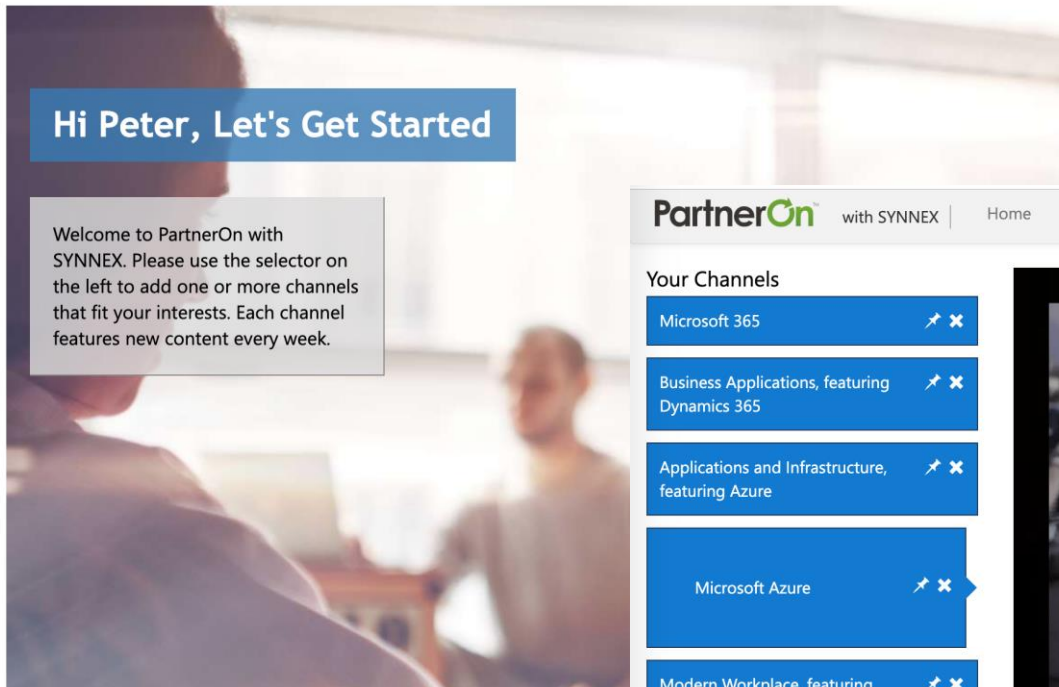
"Netflix" for marketing

Choose a Channel

Your Channels

- Microsoft 365 ✕
- Business Applications, featuring Dynamics 365 ✕
- Applications and Infrastructure, featuring Azure ✕
- Microsoft Azure ✕
- Modern Workplace, featuring Microsoft 365 ✕
- DaaS ✕
- M365 from SYNnex ✕
- + Add Channel

You have exceeded the maximum number of channels recommended for Automated Content Posting. Please



Hi Peter, Let's Get Started

Welcome to PartnerOn with SYNnex. Please use the selector on the left to add one or more channels that fit your interests. Each channel features new content every week.

Content Delivered Weekly

Your Channels

- Microsoft 365 ✕
- Business Applications, featuring Dynamics 365 ✕
- Applications and Infrastructure, featuring Azure ✕
- Microsoft Azure ✕
- Modern Workplace, featuring Microsoft 365 ✕
- DaaS ✕
- M365 from SYNnex ✕
- + Add Channel

SitePro - Part 1
from Microsoft DMC

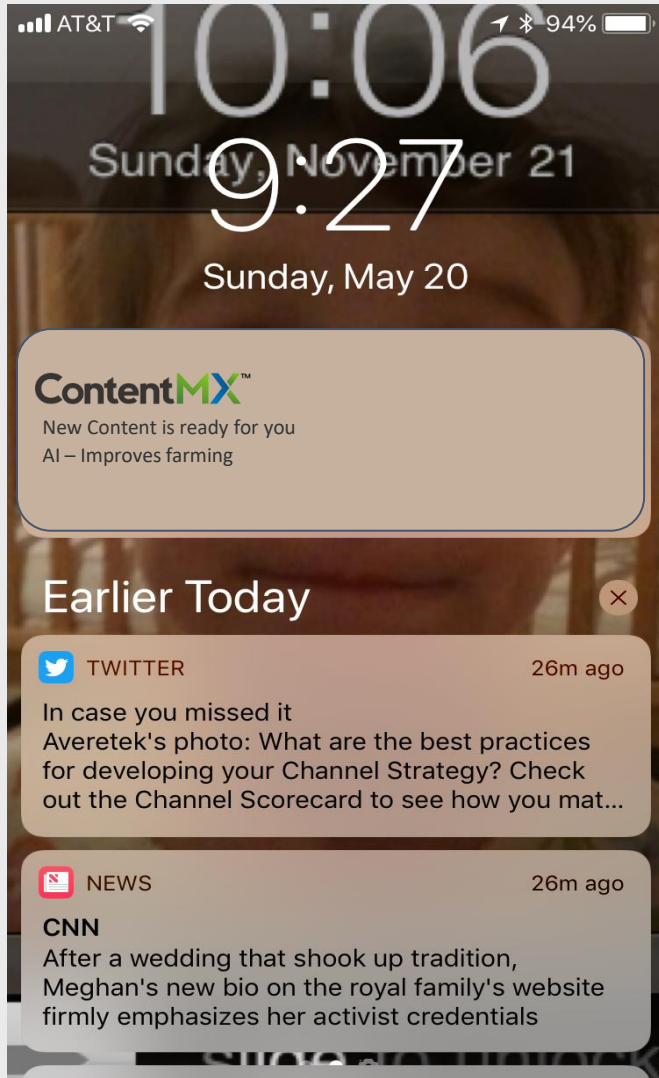
02:59

Help

Azure Database Migration

In this 10-week campaign, we'll help potential customers understand the opportunity that lies ahead in the digital transformation revolution and how Azure can help them seize this moment.

Receive weekly alerts on your phone and email **PartnerOn**TM



Hi [[fname]],

This week we have more exciting news for Project Odo – your Pro Tips now have two new features designed to help you accelerate engagement and impact with customers and prospects.

Project Odo still has its quick video training, made just for you, to learn more about what customers and prospects want to hear, no matter their business or industry. There's also still an infographic available for you to share on social media.

What's new, though, is that we've added an Office 365 Icebreaker Guide. It's a one-page document assembled to keep you up-to-date with more in-depth product tips and tricks to help guide your telephone and in-person conversations with customers and prospects. Be sure to check it out!

We also added a "Build Your List" function. In as few as three clicks, Project Odo now has a way for you to promote your website and email list on social media. Take advantage of this feature to build your email list and take your email marketing to the next level.

As always, please feel free to let us know how we're doing and how we can keep improving to help you achieve your desired business outcomes. Send a note to projectodo@contentmx.com. We'd love to

[View Your Pro Tip Now](#)

Do you need help getting started? Get your account name and password by [signing up](#) for a one-on-one training session with our client success manager. You can also watch our Getting Started video.

Here's What's Ready for You to Share

No Internet connection? No problem! #Office365 lets you access & edit documents from anywhere—online or offline

Inside Office 365

No Internet connection? No problem! #Office365 lets you access and edit documents from anywhere, anytime—online or offline.



[SHARE THIS](#)

IT is revolutionizing the way small businesses get stuff done. Sign up to learn how IT can help your company grow.

Don't Miss Another Post from *[\$profile.organization]*



IT is revolutionizing the way small businesses get stuff done. Sign up for emails that keep you posted on how IT can help your company grow.

[SHARE THIS](#)

Select your channels and post

ContentMX™

Your Channels

- Office 365 SMB
- Office 365 Enterprise
- Azure: Moving Data to the Cloud
- Office 365 Mid-Market
- Azure: Turning Data into Insights
- Azure: Unlocking Data at the Intelligent Edge

© 2018 ContentMX. All Rights Reserved. | [Terms and Conditions](#) | [Privacy Policy](#) | [Additional Legal Information](#)
Tue, Jul 3rd 2018 1:32 PM

ContentMX™

Unlock the power of data
from Project Odo

Unlocking the potential of data

This eight-week marketing campaign is about unlocking the meaning and potential of your data. Follow along as we interview Stephen Hawking, track a renowned data journalist, find out how Dunnhumby works, and more. They all used Microsoft Azure data analytics to store and analyze data with high performance, concurrency, and simplicity — allowing them to dig deeper and uncover more insights. Make sure to share this quick case study with your customers and prospects on social media, on email, or both, by clicking the links below.

Monday | Video

PartnerOn with SYNEX | Home | Content | Contacts | Reports | Help | 1 SYNEX Demo

Your Channels

- Microsoft 365
- Applications and Infrastructure, featuring Azure
- Microsoft Azure
- Modern Workplace, featuring Microsoft 365
- DaaS
- M365 from SYNEX
- + Add Channel
- Turn Off Automated Posting
- Modify Profile

My Engagement
Last 30 days / Last 7 days

	Goal
Items Shared	17 (17 of 4 Shares - 425%)
Emails Sent	0 (0 of 2 Mailings - 0%)
Downloads	3 (3 of 2 Downloads - 150%)

Total Activity - 290

My Lead Scores

Level 1	0
Level 2	0
Level 3	0
Level 4	2

SitePro - Part 1
from Microsoft DMC

Azure Database Migration

In this 10-week campaign, we'll help potential customers understand the opportunity that lies ahead in the digital transformation revolution and how Azure can help them seize this moment.

Week 10: Embracing change

As this campaign comes to a close, leave your customers with some final thoughts on the benefits and ease of migration to the Azure cloud with these two videos. And, for your cloud app developers, utilize this week's Thought Leadership to get customers excited about coding on Azure.

Here's a suggested schedule:

- Monday - Share this video to social media.
- Tuesday - Share this video to social media.
- Wednesday - Send this email to your customer and prospect list.
- Thursday - Download and customize this pitch deck.
- Friday - Share this Thought Leadership to social media.

Monday | Video | Tuesday | Video | Wednesday | Email | Thursday | Pitch Deck | Friday | Thought Leadership

Share This | Share This | Email This | Download This | Share This

Publish as is, edit, or set to auto-pilot

Create/Edit Your Message

Video

Short Message (280 characters - Optional) 157 characters


Do more than just scratch the surface, put the @Surface to work for you. All-day batteries and powerhouse productivity in your hands.

Alternate Status Message (700 characters - Optional) Remove Alternate Status

Contoso Technology Solutions knows that the medium can be just as important as the message. With the right digital tools, you can reach your audience in a way that is as important as the message. With the right digital tools, you can reach your audience in a way that is as important as the message.

Video Location

https://vimeo.com/253504903



Video Title

The Surface family fosters functionality

Thumbnail Picture 1 of 2

Description

Microsoft software and tools enable powerful productivity and collaboration, and empower people everywhere to achieve more. When they are combined with Microsoft devices,

Upload Library... Clear

Publish to...

- @lorienkb on Twitter
- @samplepartner on Twitter
- Superior Systems and Logistics
- Lorien Balayan on LinkedIn
- BlueHillsCoffee on Google+
- Generic Social Network
- Wordpress [Select category...]
- Generic Blog

Post Cancel Schedule automatically Publish on: [] [] @



Publish to all blog and social sites

Publish to all email systems including gmail and outlook

Email

The networks below are for defining an email list (hosted by ContentMX) or for connecting to your lists hosted on other email marketing platforms.



Create/Edit Your Message


Title/Subject Line

Video: Get 220% price performance boost

Edit Newsletter

Email Body

Is this email not displaying correctly? View it in your browser.



Publish to... Select All

- Microsite
- Lead List 0 contacts
- Lisa - Test List 0 contacts
- Opt-In Lead List 0 contacts
- Test List 1 contacts
- Test List 1 contacts

Send Sample To... Change Sender Information...

Post Cancel Schedule automatically Publish on: [] [] @

The Importance of Company and Contact Data

Quality Data Important to Maximize PartnerOn

- Company Data
 1. You know for certain that need you
 2. Show intent
 3. Have a current/past business relationship
 4. Lost at the proposal stage
 5. Industry, location, and size
- Contact Data
 1. Titles and Functions of current/past clients
 2. Shadow IT
 3. Hard bounces
 4. Circle of influence
 5. Purchased
 6. Core



What makes you different?

Differentiate Your Messaging

- Target people or groups through Social Media
- Unique Selling Proposition (USP)
- Position your Business
- Pitch your Elevator Speech

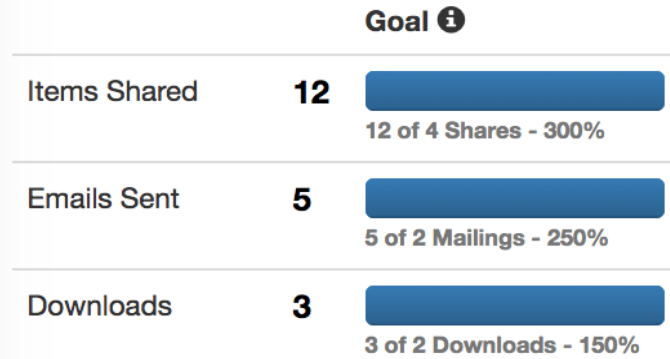


Receive MQL's and close sales



My Engagement

Last 30 days / [Last 7 days](#)



Total Activity - 27,874 ▼

My Lead Scores

Level 1	698
Level 2	16
Level 3	22

Email Address ▲	First Name	Last Name	Activity	Lead Score	
marino110@cox.net	Dawn	Marino	11	3	
toddsummers@unitedcountry.com	Todd		13	3	
chadvose@swfed.com	Chad	Vose	13	3	
anna@tsginbox.com	Anna	Long	15	3	
kyeats99@gmail.com	Kevin	Yeats	15	3	
hansentoolco@bellsouth.net	Alicia	Hansen	16	3	
Carmen@CarmenandGeorge.com	Carmen	Bongiovanni	20	3	
maurer@pacificmortgage.com	Todd	Maurer	21	3	
kin@cswnet.com	Robert	Campbell	23	3	

First Name
 Rebecca

Last Name
 Young

Email
 ryoung@ibmsecu.org

Title
 Contracting & Licensing Administrator

Company
 I B M Southeast Employees Federal Credit Union

Phone Number
 +1.561.982.4700

Physical Address
 790 Park of Commerce Blvd

City
 Boca Raton

State
 FL

Zipcode
 33487-3619

Processing Time: 0.009 seconds

2 items	
Link	Clicks
http://CSPItech.III-IL.com/?i=332541	3
Achieve more with Microsoft Azure	1