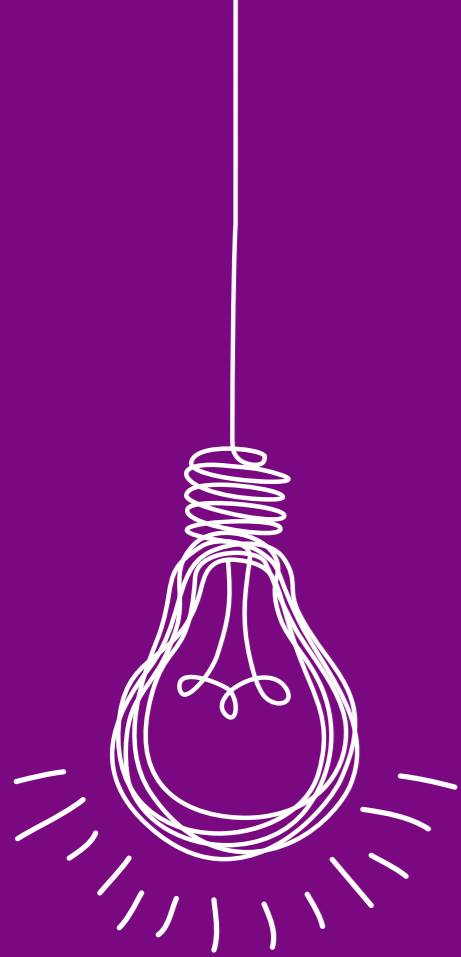


Your marketing their **budget**

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COST NEUTRAL
CAMPAIGNS FOR
IT RESELLERS



What is it?

Cost neutral campaigns is a product designed specifically for IT resellers. We work hand in hand with you to identify new opportunities for vendor co-marketing, secure you fresh marketing funds, then use those funds to execute high quality marketing campaigns.

NO FUNDING, NO FEES



Outcomes

- Bolster your marketing budget while cutting net costs
- Grow your reputation by boosting brand exposure
- Get more high quality campaigns without growing overhead
- Free up your internal team to focus on what they do best



What we do

We create compelling campaigns that attract vendor funding, comply with programme and branding requirements, and get results. We use the funding we secure to work with you to do the things that we agree are great ideas.

With a focus on outcomes, metrics and reporting, we build your reputation within the vendor community as being money well spent. This in turn drives additional quarterly pots of funding we can use to drive more leads into your business.



What we don't do

- We will never share details of your MDF with any third party
- We will never share details of your strategy or campaigns with any third party
- We will never give you information about other resellers funds or marketing activities

One of our company values is **'Do the right thing'**. Everything we do has honesty and decency for all at its core. We back this up with a written NDA as standard.

Why Inflowing?



Strong vendor relationships

We already work with many of the top tech vendors in the business. This means we can neatly navigate the typically tricky vendor marketing process.



We know reseller life

Our team have all worked for resellers. We understand balancing the strategic and reactive and the nuances of managing multiple vendor relationships. We also understand the importance of evidencing the impact of vendor funded campaigns both internally and externally.



Full spectrum of services

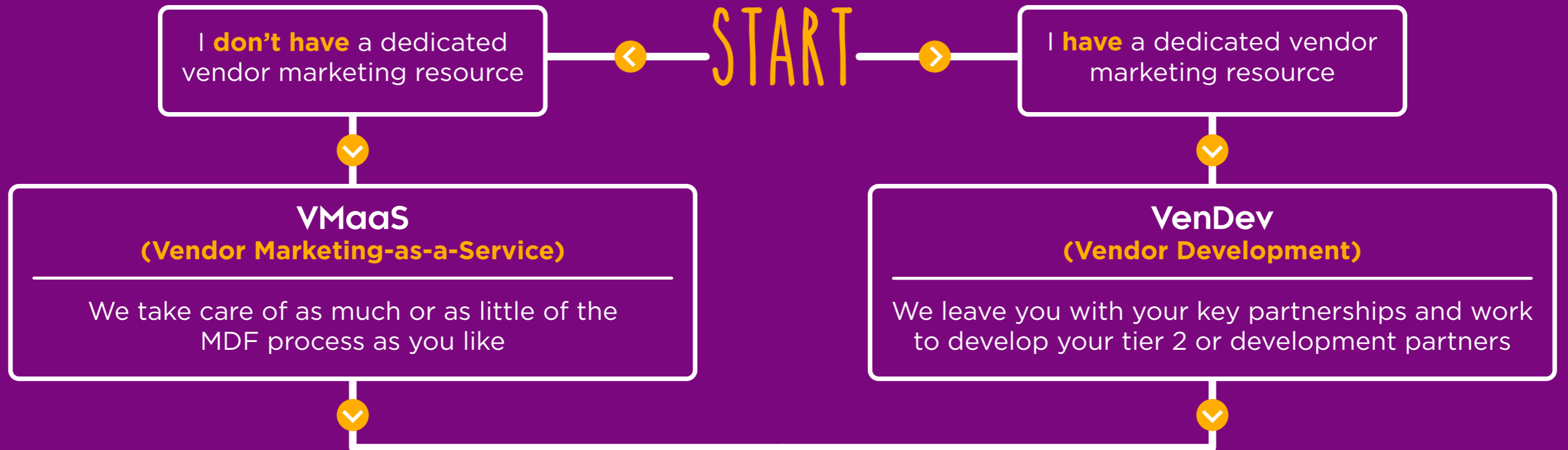
When we secure you new funding, we execute full marketing campaigns across channels: from digital to print, inbound to outbound, design to copywriting. This makes it really easy for us to integrate what we do to best effect.



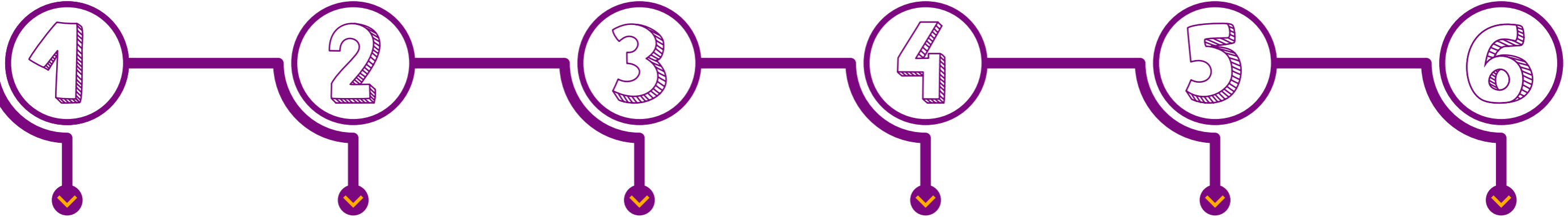
Partnership approach

We don't just secure you the funding then run off. We take time to carefully assess what we do in relation to your strategy, your positioning and your internal team. We are in it with you for the long haul to make sure what we do is grounded in commercial outcomes.

To make sure we're most **effective** in **contributing value** to your business, we operate **two** models.



Our process - It's **always** the same



Understand

We come in and listen. This allows us to get a full picture of your business, your objectives, your commercial offering and how that relates to your partner channel.

Plan

We work with you to develop an integrated campaign plan that supports your wider marketing strategy. We align this to a suitable vendor's product offering.

Pitch

We get the plan in front of the vendor and work with them, or their appointed agency, to get it approved.

Execute

We take responsibility for meeting programme guidelines, developing the messaging and creative, distributing it to the market and managing the campaign.

Report

We communicate at a frequency to suit you - making certain that we drive the maximum possible results back into your business.

Claim

We take care of the follow-up admin - collating the proof of execution and proof of spend required to get paid.

Uncover **new**
vendor funds.

Grow your
marketing.

BOOK AN **INTRODUCTORY** CALL.



hello@inflowing.net



03333 446 046