



**Comstor**  
Delivering Results Together

Managed  
Marketing

**AFV**  
A FLUENT VISION, L.L.C.



When you engage with Comstor's Managed Marketing Program partnering with A Fluent Vision, you are gaining access to a dedicated virtual marketing consultant assigned to help you navigate the many marketing tools and resources provided by Cisco and also help developing and driving your marketing strategy based on your business plan. Your integrated marketing plan will include the newest and most impactful tactics, all working together to drive the highest ROI. And, these marketing tactics are all co-branded with your partner logo and Cisco certification badge, which will help you achieve greater brand recognition and awareness.



### Benefits:

- Access to virtual marketing headcount via your dedicated consultant
- Assistance navigating Cisco tools and resources
- Develop a one-year marketing plan
- Guidance & education with new marketing tactics & best practices
- Align business and marketing plans
- Co-branded assets to build greater brand awareness
- Leverage an award-winning marketing automation platform
- Run multiple tactics simultaneously for maximum impact
- Improve ROI and sales with minimal effort



### Reseller Requirements:

- Dedicate a resource or admin
- Attend regular meetings
- Submit your customer list
- Co-invest for greater impact if necessary
- Provide sales team SLA support
- Supply pipeline reporting
- Existing Comstor Partner

**"The program is extensive and has helped Activo develop and manage many aspects of our business including marketing, on-line presence, existing customer nurturing and new business development. The expertise and execution of the program by Comstor Managed Marketing Services has been invaluable. I look forward to continuing to work together to our mutual benefit."**

- Kevin Gillingham,  
Activo VP Sales and Marketing



# Managed Marketing Services:

## **Business Videos:**

Compelling brand and product videos are one of the most effective ways to build interest and convert leads. When your customers can quickly understand your offering, they are more likely to dig deeper. Comstor Marketing Services helps you produce a quality and effective video that makes it easy to share your message.

## **Web Advertising:**

The Cisco Web Advertising program includes search engine marketing (SEM), display advertising, and re-marketing (re-targeting) initiatives. This program is designed to improve your brand awareness, as your logo and website are exposed to more customers. Choose from three different levels of Web Advertising.

## **Email Work Flow:**

Email journeys are an effective way to build relationships and nurture prospects and customers keeping your brand front-and-center. It's easy—just personalize your co-branded emails and landing pages, select your contacts, and execute!

## **Customized Collateral:**

Differentiating yourself in the marketplace is key. Comstor helps partners produce customized emails and landing pages which allow you to showcase your unique messaging about your solutions or services.

## **Telemarketing:**

Lead generation tele prospecting is the art of acquiring sales-ready leads for a sales staff. When it comes to communicating an organization's value and credibility, asking the right questions, let Cisco's approved telemarketing vendors (B2B, MRP and TechTarget) drive your pipeline.

## **Social Media Content Syndication:**

Social syndication services make it easy to include the latest Cisco solution and industry news on various social media sites. With our social syndication service, your company will always have a social presence. And, it's free!

## **Telequalification:**

This free service allows partners to send inbound traffic from PMC activities to a Cisco approved third-party telemarketing firm (B2B Contact) for qualification. If the contact is qualified as a Cisco BANT lead, B2B Contact will send the lead via Leads and Prospects (L&P) over to the partner as a Marketing Qualified Lead (MQL).

## **Web Plugins:**

Cisco web plug-ins make it easy to include the latest Cisco product and solution information on your own website. This tactic helps improve customer engagement and search engine results.

## **Event Support:**

Customers find events to be one of the most engaging ways of interacting with customers. Comstor supports its partners by helping you organize and plan your event, oversee it to completion and follow up with your potential customers after it's over.

## **Written Success Story:**

Success stories are an important marketing tool for your promoting your company, building credibility and showcasing your work. Success stories provide your prospects with real-world examples, and help them to set expectations in terms of implementation time, budget etc. Let Comstor help you design your success story today!