

MARKETING as a SERVICE

As a Bytes Partner, one of the key benefits available is the option to build out your marketing strategy with **ready-to-go campaigns**. Designed specifically with Independent Software Vendors in mind, all you have to do is **simply pick and choose which activity matches your business needs** and our team will support you to get a campaign up and running!

Choose your activity focus ... select your marketing ... measure results ... GAIN OPPORTUNITES!

Build your campaign

Choose your Strategic Focus

- ✓ Microsoft Teams
- ✓ Microsoft Viva
- ✓ M365 Security
- ✓ M365 Licensing
- ✓ Azure
- ✓ Virtual Desktops
- ✓ Windows 11

Demand Generation

Digital Advertising with LinkedIn

- ✓ Create campaigns with Sales Navigator
- ✓ Target and source prospects

Social Media Advertising

- ✓ Proven social content that works
- ✓ Attractive images

Partner Website Update

- ✓ Produce informative webpages
- ✓ Appeal to your ideal customer

SEO Optimisation

- ✓ Assistance with key search terms
- ✓ Drive customers to your website

Partner Readiness

Internal Training/Workshops

- ✓ Sessions available to inform and educate
- ✓ Understand your customers cloud capabilities

Partner Webinar Support

- ✓ Take advantage of our Partners and Cloud specialists to deliver 1-to-many webinars
- ✓ Creating opportunities for Sales

Account Mapping

- ✓ Work with our sales teams to identify target accounts, key verticals & whitespace

Azure FastStart Workshop

- ✓ Accelerate deployment of common Microsoft Azure workload scenarios
- ✓ Drive readiness for your IT engineers through education services
- ✓ 4 days on-site engagement to kick start your onboarding on Azure

Market Development

Marketplace Assistance

- ✓ Helping you get your solution on the Microsoft AppSource or Marketplace, assisting you to navigate the different selling options available

Telemarketing Campaign

- ✓ Our knowledge and Experience will enable you with the tools to implement your own campaigns
- ✓ Obtain data and insights into new opportunities

Internal Incentive Programs

- ✓ Empower your sales teams by creating incentives to drive the most successful outcomes
- ✓ Bytes will work with you to curate an internal incentive program to aware your sellers with prizes such as Microsoft Surfaces

Discover Org License

- ✓ We will help to fund an internal Business Contact Database license to help you obtain accurate information on target clients, and pinpoint sales opportunities

Your marketing campaign



Results

You can run your campaign over 3, 6 or 12 months and we will support you in tracking and measuring results to ensure effective return on investment(ROI)