



Specialist Vendor Marketing Services

Adopt | Implement | Modernise



Specialist Vendor Marketing

**Adopt, implement and modernise to
elevate your B2B marketing to the next level**



Why AIM?

- Improve strategic marketing
- Enhance identity and brand
- Create demand
- Accelerate lead generation

Services include:

- Partner recruitment
- Partner and vendor marketing programmes
- Funded head service
- Platforms and software



Partner Recruitment

Accelerate sales with the right channel partners

CPB UK will find and recruit new technology partners that are the right fit for you. At CPB we fully understand the IT channel market having worked with technology vendors and partners since 1998.

Why Channel Development?

- Identify and develop new partner relationships
- Re-energise dormant relationships
- Expand existing relationships
- Enhance co-marketing programmes
- Capture intelligence for ongoing marketing programmes



Partner Vendor & Marketing Programmes

CPB has a proven track record in delivering IT marketing services for the IT channel since 1998.

Create engaging marketing campaigns targeting either IT end users or IT channel audiences to get your, or your partner's, messaging out to your desired audience.

Whether you are looking for a 'campaign in a box' or a fully integrated multi-touch marketing approach, CPB will deliver.

Our automated, customisable, customer-centric campaigns combined with clever use of compelling and continuous communications will develop strong customer relationships, brand loyalty and create demand.



Funded Head Service

Dedicated, expert telemarketing resource to represent your brand.

CPB acts as extension of your sales and marketing team, offering strategic support and covering time consuming administration and support tasks, including:

- Lead generation, pre-sales support and ROI reporting
- Inbound marketing or CRM management
- Senior level 'Marketing Services Leaders'; expert and fully trained in your field
- Flexibility - availability can be ramped up or slowed down, depending on need



Platforms and Software

Simplify and automate the generation and management of sales leads

CPB's Sales Lead Manager is a powerful tool which supports strategic marketing objectives. It helps you nurture, track and report on sales leads and enables consistent and meaningful dialogue with viable leads until the appropriate time for a salesperson to take over.

Creating efficiencies, the software can:

- Automate the distribution of sales leads securely and efficiently
- Generate automatic reminders and update requests, thereby encouraging more effective lead follow up
- Provide visibility over all partners and deliver insights into their activities
- Produce a full range of reports and dashboards, making it simple to track progress and ROI



Data Intelligence

Bespoke end user data intelligence for the IT industry

ProspectaBase holds intelligent IT contact data on over 300,000 contacts and 110,000 IT decision makers. Data held includes contact data and key aspects of IT installations. With records on 19,700 UK organisations with over 100 network users, ProspectaBase represents 94% of this market. Through constant cleansing we continually strive to identify and profile new organisations.

ProspectaBase is the only IT database to size by network component:

- Users
- Physical server volume
- Virtual server volume
- Total data stored



Get In Touch

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