Presentation on:

- Marketing Communications

- Channel Partner Sales Strategy

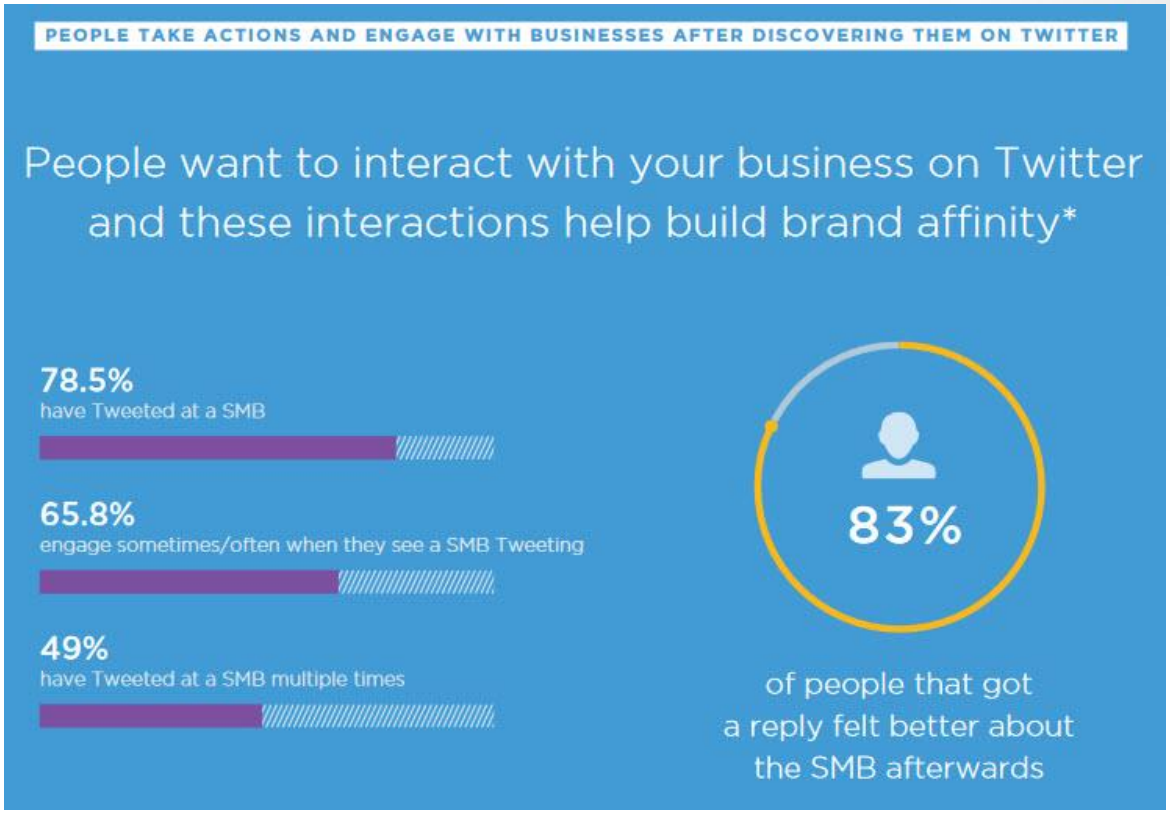
- Business Strategy

from @techtionary

with 11.4K Twitter Follows as of 10-7

© TECHtionary.com
confidential
10-2016 - v.1

cross@gocross.com - 303-594-1694



Twitter Survey - Don't Get Twitter - Your Customers Do

- Twitter did a survey and found some interesting ideas for your consideration. Click here for complete survey, however here are some of the highlights:

- Discovery - 66.4% of survey respondents said that they have discovered a new SMB on Twitter
- Engagement - 78.5% tweeted at a business
- Purchase - 93.3% plan to make a purchase from the SMB they follow
- Support - 49% have tweeted to a business many times

It's a "one-on-one" world - Marc Benioff CEO Salesforce tells why Twitter is #1 CRM for sales and support

"One of the most exciting things that's going on right now is that we're moving into a world **where everything is one-on-one** and the ability for a company like General Motors to **speak directly to that consumer** is more important now than ever," Benioff explained.

"The ability to bring that information down – **the intelligence of that one-on-one relationship – all the way down to the consumer, with the intelligence built in, that is an incredible opportunity.**

In addition, most if not all of Salesforce's customers are using Twitter today as a customer-service platform, to interact in real-time with their own customers, not just for marketing and sales."

Click here for complete Forbes article and follow him on Twitter @benioff.

References

- “Tom has been a significant asset in the development of our social media program. As the director of Telecom Reseller’s social media marketing program he has worked diligently to increase TR’s market presence generally adding 15% to our website traffic and adding more than 7,500 followers to our Twitter account as well as a major contributor to TR's editorial content. I would highly recommend Tom for any traditional or social media marketing program.”

Douglas Green Publisher

TelecomReseller / Usernews Publications
The World's Leading News Source for Unified Communications, Collaboration and Cloud
www.telecomreseller.com

TelecomReseller
The Newsource on UC+UCaaS+Collaboration+Mobility

- “As a local business alliance, BIBA reaches out to Boulder County businesses helping them gain market exposure to their customers and other member businesses. Tom has significantly increased BIBA’s messaging outreach and marketing for our events. He has gained more than 4,500 twitter followers for BIBA and it is continuing to grow. I strongly recommend him for your marketing efforts; Tom has helped with the BIBA newsletter and other efforts. He has demonstrated great commitment and passion through his support to our mission and goals.”

Jennifer Johnson Executive Director Boulder Independent Business Alliance (BIBA) www.boulderiba.org

BIBA
BOULDER COUNTY
INDEPENDENT BUSINESS ALLIANCE

References

- “Boulder Phone has been one of the leading providers of business telephones, PBX systems, cabling and other services to more than 1,000 customers in the greater Boulder-Denver area since 1986. Marketing has always been a challenge. However, Tom built our website, produces our twice monthly newsletter and adds daily Twitter posts. Customers are engaged and increasingly Boulder Phone gains new followers, indicating our growing presence. He is sincerely one of the most relentless hard-working professionals I know and if you need his help you would not be disappointed.”

David McIntosh - President BoulderPhone.com

- “Rockies Venture is a complex mix of angel investors, venture capital, financial advisors, startups and technologists. We bring together thousands of people yearly to our more than 100 events educating, advising and guiding ideas from inception to execution and exits. Tom Cross has been a great help in adding “thought leadership” to our blog in the areas of marketing, thought leadership, artificial intelligence, gamification and others. He has also grown our Twitter followers by nearly 6,000 over the past year or so. His approach to marketing is the marathon than the sprint with a key view I agree with “top of mind keeps you first in line”. Customers rarely tell you when they are going to buy, but you need to on their mind when they do. Tom is persistent, consistent and has been a great asset to RVC and would be a valuable partner to any organization.”

Peter Adams - Executive Director Rockies Venture Club, Inc. www.rockiesventureclub.org

- “Tom Cross is an expert at digital marketing and social media for technology. His creative ideas helped Radish Systems bring our marketing strategy and exposure to the next level. He has a wide network and is very connected. I highly recommend him.”

Theresa M. Szczurek, Ph.D. co-founder and CEO Radish Systems, LLC -- the ChoiceView® company www.radishsystems.com

Quick Thoughts

Here are some ideas for building brand and "thought leadership"

- **Daily**
  - Custom Twitter post and RT-retweet - $1,000/5 times week, $500/three times a week or $300/two times a week (monthly) and RTs via @techtionary or @telecomreseller @whatstadoing @tactele and many others up to 80K followers This is a custom proposal to be discussed on a call.
- **Weekly**
  - **Dealer Sales Tips -** blogs on key vertical markets on solutions - $500 each for 3-500 words
  - **Post to Linkedin Groups -** one post per group per week - $300 per month
    - SIP Trunking and Enterprise VoIP with 15,474 members
    - Selling SIP with 1,600 members
    - Skype for Business Forum 1,090 members

- **Monthly - Build "Thought Leadership"**
  - **Press Release** development and distribution to Telecom Reseller and others - $500/each
  - **Executive Interviews with Company Leadership, Channel VIPs, Customers** and others - $500 each
    - Example **Alcatel-Lucent Really Gets the Channel on the Same Page**
  - **Customer case studies** - $5-1,000+ each
  - **Webinars** - $1,000 each assist, moderate and promote (though not be totally responsible)
    - Customer webinars
    - Channel webinars
      - Customer wins-winbacks
      - Product updates-engage with dealers on product roadmap and customer problems
      - Tech trends -- keep partners competitive
      - Key sales/marketing strategies
- **Pursue CRN 5-Star Partner Status** - $2,000 monthly retainer to help to get this accomplished
- **Strategic Planning** - $150/hour or $100/hour if 6+ hours a month on retainer
- Terms - Retainer to get started (cc accepted or ACH) additional work billed at the end of each month and due by the 10th.
- Subject to change without notice.
- Call for custom "happy meal" pricing

Taking Flight with Twitter

- **If you still ask "why" Twitter, the answer is both easy and hard-ugly part.**
  The easy answer is - it is the new way to connect with your customers and provide customer service as they don't complain by just calling you they increasingly complain via Twitter with the famous hashtag #fail which can go viral.
  If you think it is just for promoting your corporate blogs and blather, you are likely missing out on how customers really feel about you, this is the hard answer because customers just buy from someone else.
  The ugly part is the longer you wait the harder it becomes as your competitors are working on adding followers as you fall behind.
- **Click on image for webcast**

1 ★ 00:07

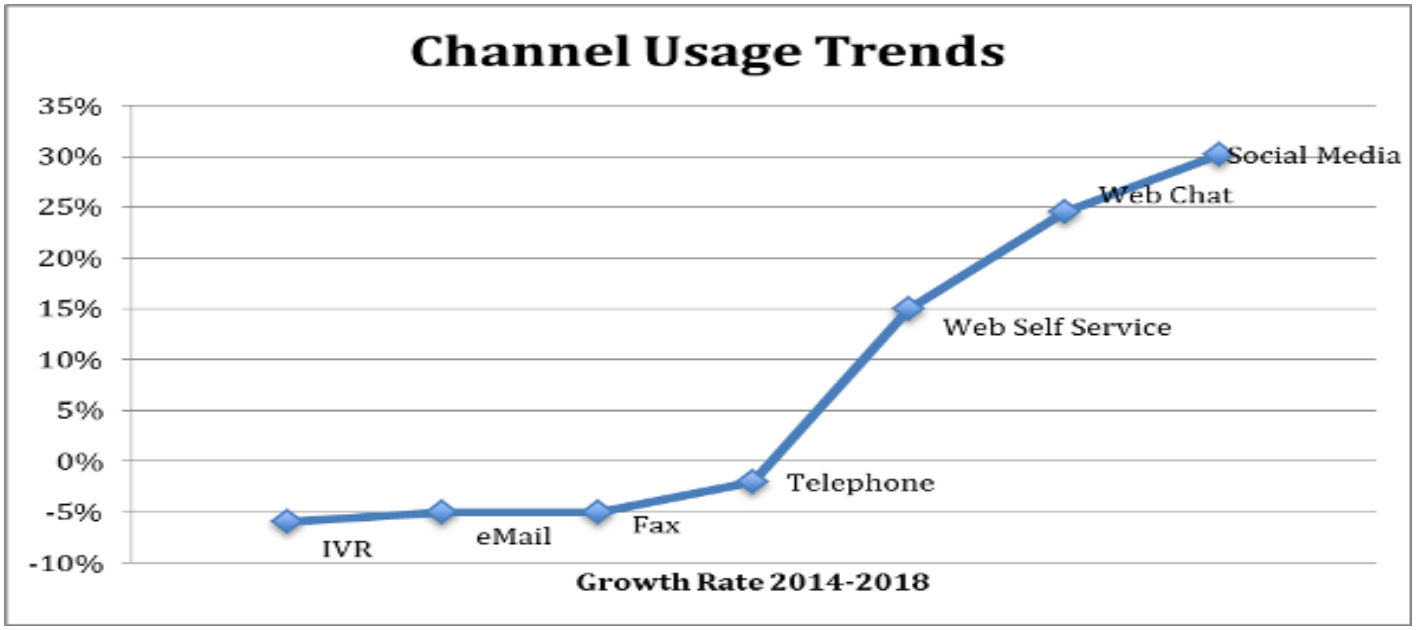
2 ★ 00:35

3 ★ 00:23

Marketing Communications

Customer/Channel Engagement via Communications Thought Leadership

Changing technologies to meet changing marcom challenges



Graphic Courtesy: NoJitter.com on changing trends in customer service and channel partner marketing.

Some of social media accounts I own/manage accounts such as @techtionary with 10,800+ Twitter followers, @telecomreseller with 8,300+ Twitter followers, @whatstadoing with and others as well as 20,000 members in LinkedIn groups including Selling SIP, Skype User Forum, Enterprise VoIP and SIP Trunking and other reference clients in B2B social media marketing.

cross@gocross.com - 303-594-1694

Marketing Communications - Thought Leadership Options For Each Phase of Sales Cycle

This is presented to aid in the planning, design and development of customer and channel marketing communications strategies.

cross@gocross.com - 303-594-1694

Thought Leadership – Gain-Close-Retain

Here are just some of the customer/channel communications solutions we can help gain-close-retain:

- Strategic Planning, Market/Business Development (Qwest, BellSouth, ICG and others)
- Channel Newsletters (e.g. http://skypeuserforum.com/) going to 2,100+ weekly
- Created TECHtionary - the largest animated library on technology with more than 3,000 tutorials
- Channel Webseminars ("Highest Scores Ever" - Microsoft)
- Moderator of Linkedin Skype for Business User Forum
- Development/Delivery of leading SIP Certification Program http://techtionary.com/techtips/
- SEO-Search Engine Optimization and SEM-Search Engine Marketing
- Social marketing Training (Twitter, social media course) Twitter accounts @techtionary
- Social Media and Social Sales training (www.socialbusinesscollege.com evaluations available)
- Channel partner portal planning and strategy
- iPhone/iPad apps – 10 apps approved on iTunes http://bit.ly/13mKLn6
- Blogging, ghost writing and articles (XO, Qwest and others)
- Press Relations (Gold Systems, RockIT, AdvaTel, SimpleSignal and others)
- Columnist on Telecomreseller http://bit.ly/13G7fQE
- Channel Training development/delivery (Microsoft, Centurylink, Qwest, TimeWarner, Cox Cable)
- Channel Customer Case Studies (Winner of "Best Customer Case Study" from Broadsoft)
- Channel White Papers (Top-10 Tips for VoIP Implementation - XO)
- Channel development/marketing – dealer development, training, marketing/social media, PR, etc.
- Channel Elearning course development and delivery (Qwest - Qwestionary, NGT and others)
- Videos and Flash tutorials (NGT, Qwest, Idacomm, TECHtionary.com, Social Business College)
- Channel Consulting (product, strategic planning, crossnetpoints model)

Critical thinking Marketing Communications White Papers can be found here:
http://crosspinpoints.com/ (Flash required)

Linkedin Profile and Recommendations can be found here:
www.linkedin.com/in/techtionary/

Reference on **IBM** Strategy Project

"Tom is an extraordinary market-strategy consultant. I have worked with Tom on projects for Fortune 100 and other companies. He has consistently delivered strategic insights as well as in-depth market, product and technology perceptions and actionable client results - on-time and on-budget. He is also visionary, understanding what the client needs now and in 5-10 years**.** **I strongly recommend him for strategic planning, vision studies, learning/educational product positioning and other areas."**

Barry Aloisi -- TTA (7/15)

cross@gocross.com - 303-594-1694

Examples of Marketing Communications Content Design, Development, Delivery and Distribution

- **Case Studies**
  - New Belgium - Microsoft Lync Success in 1 Minute – Wind, PV and Mash-Powered Lync - http://bit.ly/Z0t1wj - $1,500 each
  - Kennedy Center - Kennedy Center Shows Off with Lync & Saves a Million - http://bit.ly/YnZSrm - $1,000 each
  - State of Idaho - Lync Success Story - Contactless Call Centers Serving 83.557 Square Miles - http://bit.ly/113mNOr - $1,500 each
- **Advertising in Ucoms Newsletter – going to 2,100 weekly + posting in Linkedin Group SkypeUserForum.com**
  - - Small ads $150 per issue or $500 month – 3 month minimum
  - - Larger ads $500 per issue or $1,600 a month – 3 month minimum
- **Twitter and other social media – writing, editing, approvals, distribution (publications, Google, social media)**

  - 10 Custom Twitter posts and RT-retweeting times a month $500 with multi-month discounts.
  - 20 Custom Twitter posts and RT a month - $1,000 a month
  - 30 Custom Twitter posts and RT a month - $2,000 a month

  References available includes RT-retweeting from @telecomreseller, @whatstadoing and many other Twitter accounts

  Please call for references and details on this value-proposition.

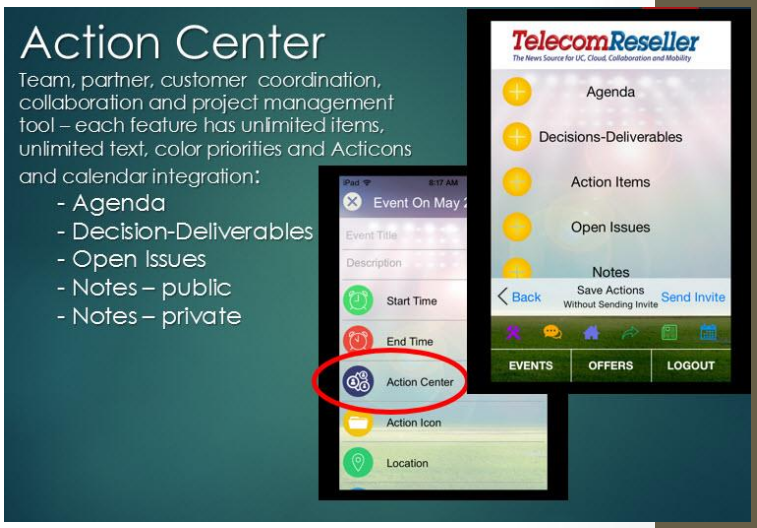
  Here is an example of the importance of Twitter - **Twitter Social Wars – Are You in a Cock Fight or Just Road Kill ?**

Please contact us for confidential list of major companies we provide Twitter posting and services.

- **Newsletter – custom based on frequency**
  - **See example at http://skypeuserforum.com/**
- **Product and Marketing strategy planning and development**
  - More than 10 iPhone/iPad apps
  - Intelligent Office Parks
  - Economic Development Strategy
  - Unified Communications Product Development
  - Higher Education Market Research
- **Blog and Articles – writing, editing and distribution (publications, Google SEO, social media)**
  - Enabling Technologies - Lync Flips the Classroom – Bringing Real Value to Education - http://bit.ly/SdBPPk $500 each
  - Indepth Article with Flash Tutorial - Lync Response Groups – Introduction – Free Contact/Call Center - http://bit.ly/11ivGk0 - $1,000 each
  - AdvaTel - Lync Response Groups Get More Responsive - $500 each
  - Here are 50 different ideas on blog/articles topics and of course, your own ideas - **Blog Content "Thought Leadership" Assistance Available**
- **Press Releases**
  - Microsoft IT/Services Chooses Gold Systems Vonetix 7 Voice http://bit.ly/1kI11p0 - $1,500 – writing, SEO and distribution

Examples of Marketing Communications Content Design, Development, Delivery and Distribution

- **Website and SEO-Search Engine Optimization/SEM-Search Engine Marketing**
  - Design and manage website content, Google, Twitter and other social media content and advertisements - custom
- **Apps, Podcasts & Animated tutorials**
  - Techtionary designed and developed iTunes Approved Apps for iPhone,
    - iPad and iTouch - http://bit.ly/13mKLn6 - custom
  - Example of more than 30 Flash with audio – MPLS - http://bit.ly/16LnjTE - custom
- **Partner Portal**
  - Custom design and development for channel partners (e.g. training classes, brochures, etc.) - custom
- **Flyers – brochures – internal product-service documentation**
  - VoIP, Unified Communications and many others – custom
- **Training & Videos**
  - Telecom, Data, Internet, Sales Course Catalog - http://bit.ly/1d1q7zF - custom
  - Certified SIP Professional (CSP) Program - **SIP** custom
  - Social Media Boot Camp - http://bit.ly/12joFS5 - custom
  - IT Training – Function Point Analysis - http://bit.ly/173RbsI - $2,000
  - SharePoint - http://bit.ly/16bzN0I - $2,000
- **Webinars – design, development, delivery and distribution**
  - Microsoft webinar series for partners – (highest scores ever) – http://bit.ly/18JQlAI - $3,500 each
    - This includes design, development, promotion and delivery – Fees substantially less for moderate, review or provide oversight only.
  - Qwest – channel partner training on OSI (Flash) - http://bit.ly/18JQe8p - $2,000



There are more examples in all categories. Pricing subject to change without notice.

Each of these activities can be performed "by the slice" or grouped as a "happy meal" along with channel partner biz development.

Call for quote and hourly rates for custom consulting.

Channel Partner Sales Strategy

Executive Summary

We can provide channel partner development efforts as needed as “greenfield” or as a complement to your existing efforts.

Objectives of the work:

- Design, build and execute an effective authorized reseller channel partner program.
- Build a program to gain and retain 50+ channel partners by x-2015-6.
- Build a program to achieve **Computer Reseller News (CRN) 5 Star Rating** in 2016.
- Build a channel partner strategy based on being the “thought leader” in the markets and customer areas desired.
- Revise on-going sales and channel partner efforts as directed by management to desired goals.

Review competing programs and build a “best in class” based on :

CRN's 5 Star Program

The 5-Star Partner Program rating recognizes the elite subset of Partner Program Guide vendors that give solution providers the best partnering elements in their channel programs. The 5-Star Partner Program Guide is assembled by UBM Channel Research using a methodology it developed for assessing information provided in vendors' PPG applications. The objective criteria include vendor investments in program offerings, partner profitability, partner training, education and support, marketing programs and resources, sales support and communication.

Here are some of the areas considered by CRN for their 5 Star Program:

- Customer education
  - Newsletters_____
  - Webinars_____
  - Case studies_____
  - - Articles_____
- White papers_____
- Unbranded brochures_____
- Videos_____
- Competitive analysis_____
- Press release support ____
- Market research_____
- Animation, other _____
- Channel partner product training for sales and technical
- Certification Programs
- - Certified Master/Expert Programs _____
- - Technical _____
- - Sales _____
- - Other _____ explain details
- Customer service – Fee_____ Free____
- Sales management
- - Dedicated AE _____
- - Other_____
- Channel Sales Training
  - - Onsite _____ availability
  - - Online_____
  - - Elearning_____
- Product demos
  - - Not for resale versions_____
  - - Customer demos/trials_____
- Channel Partner Portal/Dashboard
  - - Portal yes/no_____
  - - Track sales/commissions_____
- Dealer Forums_____
- Customer support access_____
- Other _____
- - Program levels details gold, silver, bronzer
- _____
- - Financial terms – terms for delays
- - President’s club
- - Awards programs_____
- - Advisory councils_____
- - Quarterly meetings_____
- - Retreats_____
- - Special incentives_____

Tactical Activities

- **Phase 1 -** We will review all company product and technical literature as well as sales and technical presentations. We will customize all content to be “channel-ready.” As needed, assist management in developing effective business processes for channel partners. We will collaborate and develop business, legal, pricing and other elements of a best-in-class channel partner program including implementing channel-ready marcom strategy. We will develop and test strategy with a few select “alpha” special channel partners, then revise and rollout in Phase 2. We will assist as needed in achieving a **CRN 5 Star rated-program**.
- **Phase 2 –** We will begin US rollout of new channel program making contact with the 2,000+ Microsoft (MS) and other UC-unified communications channel partners in our database as well as other partners provided by company to assess, qualify and secure their assistance in selling your solutions/services. Also, if directed by management, begin developing a plan for international distributors and continue work on the **CRN 5 Star program.** We will provide mid-month and monthly progress reports and make recommendations for modifications to plan.

Channel Partner Rolodex

- Here are some examples of names of more than 2,100+ channel partners and others that receive the Skype for Business and Unified communications newsletter published weekly. **Listed are likely channel partners including those who receive services from channel partners refer services to channel partners and those who may want to include products within their own products.**
- The newsletter is also posted in the LinkedIn SkypeUserForum Group with 900+ members and up to 100,000 other members in various LinkedIn Groups.
- In addition, key articles are also posted in Telecomreseller – an official Google news service.

- GTRI
- Lync-Solutions
- NACR
- Blackbox
- Dell
- Catapultsystems
- Perficient
- Enabling Technologies
- Comcast
- WalkerFirst
- CenturyLink
- Accenture
- PEI
- Deloitte
- Level 3
- IBM
- EMC
- Ericsson
- Brocade
- Catapultsystems
- Level 3 (and partners)
- Sprint
- Polycom
- TechData
- Sagem-Interstar
- HP
- Abptech
- Nemertes
- Scansource
- VW
- Nokia
- Cisco
- Avaya
- Sotel Systems
- Bechtel
- Rad
- BT
- FPL
- UNCO
- Zeacom
- Unisys
- BullsEyeTelecom
- ZoneTelecom
- Plantronics
- VDS-Vology
- Ezuce
- Vertical
- Graybar
- Sonus
- YorkTel
- Hilton Hotels (corporate)
- Sangoma
- AudioCodes
- Fujitsu
- Oracle Acme-Packet
- EDS
- Broadsoft
- Aspect
- Softel
- KempTechnologies
- Quest
- UncommonSolutions

Monthly Channel Partner Highlights

Gaining Partners	Partner Closing	Sustaining Revenues Realization
• Identify key Microsoft/UC • Assess partner solutions • Evaluate partner ability to sell company products and what potential volume • Engage partners via email, calling and other means such as partner-only webinars • Present company product and business proposition • Implement weekly activity metrics • Provide monthly reports	• Sign 10+ Microsoft Partners by end of third month and 50+ by end of month six • Implement weekly activity metrics in practice • Identify early customer wins • Develop sales funnel for partner and their customer closing efforts • Produce 5 proposals a week by end of month two or earlier	• Assist in partner with customer engagements • Monitor Implementations • Review sales funnel • Review metrics and adjust performance to metrics • Implement short-term changes business, marcom and other issues

Business Strategy

Here are some of the business strategy and product/marketing strategy development services provided :

- Strategic Planning, Market/Business Development (IBM, Qwest, BellSouth, ICG and others).
- Executive Management – negotiated legal, financial contracts, performed due diligence and guided merger/acquisition negotiations for Bellcore and others including executive C-level presentations to staff and clients.
- New Business Strategy – conceived and designed new products and new markets in commercial real estate, higher education, GIS-Geographic Information Systems and economic development for BellSouth, grew Bellcore multi-media (e-learning, CBT-Computer-Based Training, web-based online and teleconferencing) products from $100,000 to $7 million in three years and others.
- Business Process Consulting – successfully completed strategy planning projects for CommVault, Bellcore, GST, ICG and Qwest Communications involving requirements definition, requirements management use case analysis, training course evaluation, business process analysis and implementation and other activities. Interviewed more than 20 institutions of Higher Education throughout the BellSouth region, developed use/business cases and presented viable product/market opportunities.
- Business Strategy Consulting – successfully completed many strategy planning projects for TimeWarner. Wrote and designed virtual office telecommuting strategy for CableLabs and others.
- Business Case – conceived, wrote, developed financial projects and presented business cases for new products and markets for BellSouth and venture capitalists (under NDA).
- Competitive Intelligence – researched, analyzed and presented competitive matrix on competitors, channels, customer configuration and customer needs (under NDA).
- Business Development – created and built multi-level channel partner distribution for BellCore, BellSouth, Qwest and others. In addition, did sales, pre-sales, partner (agent, reseller, VAR-value added reseller, SI-system integrator, dealer, retailer) sales, user (customer) and staff business development, marketing and training on Broadsoft, AudioCodes, SIP-WebRTC (detailed course outlines and evaluations can be found at TECHtionary University and Skype for Business as well as various telepresence (teleconferencing, video conferencing) systems including room design, user training, presenter training and script writing, video production and other services.
- Channel partner portal planning and strategy for a number of companies.

cross@gocross.com - 303-594-1694