



DISTRIBUTION CENTRAL®
your services hub for IT logistics™

Marketing and Business Development

At Distribution Central, we aim to help business partners access and make the most of available vendor co-operative marketing funds. We recognise that not every partner has in-house marketing and lead generation expertise, or the time to set up, run and manage programs.

That's why we've developed a menu of lead generation and marketing programs you can access directly through us.

Applying for vendor marketing funds

Contact your local Distribution Central Account Manager or marketing representative to discuss your marketing requirements. Distribution Central marketing may also apply for vendor funding on your behalf, however funding is not guaranteed until vendor approval is provided.

Information you need to supply:

- type of campaign
- campaign name and message
- campaign date/timing
- objectives including target number of leads
- vendor product/solution focus, are there any other vendors involved?
- overall cost of campaign
- sales commitment/goal for the vendor.

Post-campaign reporting

We will assist you to prepare a report that will be used to claim the funds from the vendor on your behalf.

Typical information required for post-campaign reporting includes:

- number of leads/attendees
- list of leads/attendees
- final cost of campaign

Marketing Menu

- Marketing advisory services
- Data Services – ensure your customer data is accurate
- Prospect data list acquisition – find the right and database list to market to

DC Starter can help you:

- implement professional and proven marketing & lead generation activities
 - improve your chances of securing vendor funding approval
 - budget more effectively because many of the programs are fixed-price and fixed-scope
 - access B2B IT marketing and lead generation advice and consultancy services
 - shorten your sales cycle, generate more leads and improve your overall marketing effectiveness
- Telemarketing including:
 - Email and telemarketing lead generation – one-off campaigns
 - Complete lead generation managed service including appointment setting
 - Attendance drive telemarketing – follow up calls for event attendance
 - Email campaigns including:
 - Standard HTML email campaign – create, write and send an email
 - Whitepaper email campaign – lead generation and prospect identification
 - Email newsletters – creation of branded HTML email newsletters
 - Enablement programs including seminars, workshops, training and more
 - Event management services including:
 - A full range of event management services charged at an hourly rate
 - Executive/boardroom and roundtable lunches
 - Seminars, workshops & training
 - Trade show or industry conference logistics support
 - Customer satisfaction surveys
 - Media buying
 - Google Adwords – set up your Google Adwords accounts, build your initial campaign and provide initial training to manage your program
 - Direct mail – development and execution
 - Promotional collateral – branded items including brochures, shirts, USBs, mugs, pens etc

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