

Optimizing Partner Communications

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It's Time to Admit We Have a Problem



Let's Do the Math



There IS a Better Way!



It All Can't Be The MOST Important



Listen, listen,
listen, people,
why can't we all
just get along?



Feb 11 - 15	Feb 18 - 22	Feb 25 - Mar 1	Mar 4 - 8	Mar 11 - 15	Mar 18 - 22	Mar 25 - 29	Apr 1 - 5
LI Invites	LI Invites	LI Invites	LI Invites	LI Invites	LI Invites	LI Invites	LI Invites
Exec 1 SMAP	Exec 1 SMAP	Exec 1 SMAP	Exec 1 SMAP	Exec 1 SMAP	Exec 1 SMAP	Exec 1 SMAP	Exec 1 SMAP
Exec 2 SMAP	Exec 2 SMAP	Exec 2 SMAP	Exec 2 SMAP	Exec 2 SMAP	Exec 2 SMAP	Exec 2 SMAP	Exec 2 SMAP
	Podcasts LP + Social Promo: Internal/Corp	Podcasts LP + Social Promo: Internal/Corp	Podcasts LP + Social Promo: Internal/Corp	Podcasts LP + Social Promo: Internal/Corp	Podcasts LP + Social Promo: Internal/Corp	Podcasts LP + Social Promo: Internal/Corp	Podcasts LP + Social Promo: Internal/Corp
Webinar Social Promo: Internal/Corp	Webinar Social Promo: Execs + WR Employees / Corp.	Webinar Social Promo: Execs + WR Employees / Corp.	Webinar Social Promo: Execs + WR Employees / Corp.	Webinar Social Promo: Execs + WR Employees / Corp.	Webinar Social Promo: Execs + WR Employees / Corp.	Webinar Social Promo: Execs + WR Employees / Corp.	Webinar Social Promo: Execs + WR Employees / Corp.
		Webinar 1				Webinar 3	
Webinar digest				Webinar digest			
Drip 1 Email 1 (subset)	Drip 1 Email 1 (Full)	Drip 1 email 2	Drip 1 email 3	Drip 2 email 1	Drip 2 email 2	Drip 2 email 3	
Exec 1 Blog 1		Exec 1 Blog 2		Exec 1 Blog 3			
		Exec 2 Blog 1		Exec 2 Blog 2		Exec 2 Blog 3	
Blog Social Promo: Internal/Corp.	Blog Social Promo: Internal/Corp.	Blog Social Promo: Internal/Corp.	Blog Social Promo: Internal/Corp.	Blog Social Promo: Internal/Corp.	Blog Social Promo: Internal/Corp.	Blog Social Promo: Internal/Corp.	Blog Social Promo: Internal/Corp.

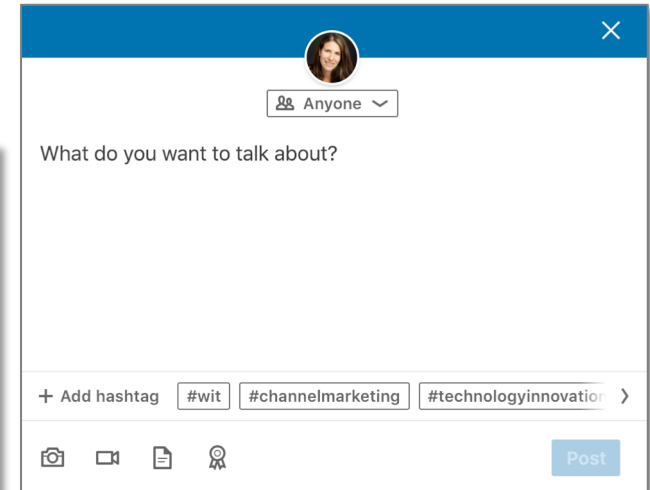
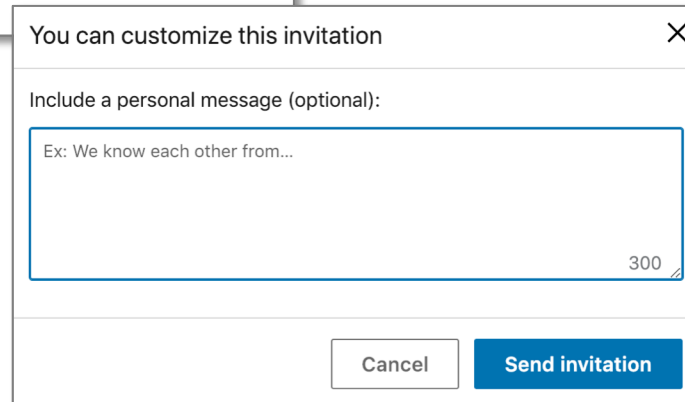
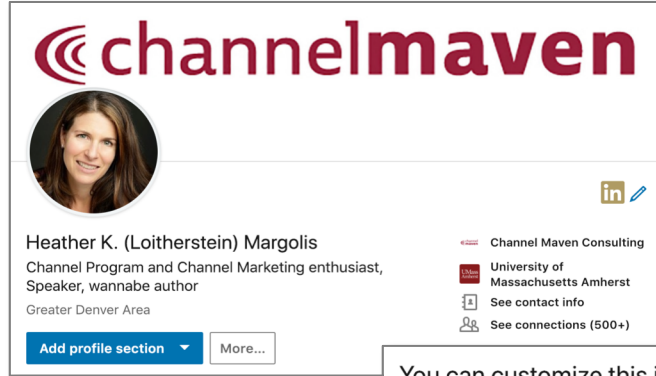
First Ask Yourself...

Does It
Spark Joy?



Executive Social

- Step 1: Update profile
- Step 2: Connect, connect, connect
- Step 3: Start posting relevant content



Aggregate

PROGRAM UPDATE

AUTHOR | JOHN SMITH

How interconnectivity drives more revenue for Vendor partners

[Click for PDF >](#)

Go-to-market strategies are quickly evolving alongside the digital transformation occurring in the economic and technical landscape. That's why, in 2017, we are simplifying



PARTNER PROMOTIONS

PARTNER CERTIFICATION PROMOTION

Where: Partner University

Deadline: April 30, 2017

We can help your referral and reseller partners be more successful with Vendor training. For a limited time, we are offering each person a gift card for every certification they pass.

[CLICK HERE FOR MORE INFO](#)



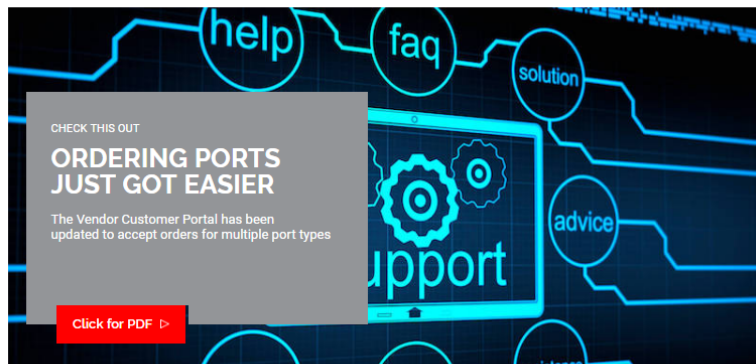
PRODUCT UPDATE

CHECK THIS OUT

ORDERING PORTS JUST GOT EASIER

The Vendor Customer Portal has been updated to accept orders for multiple port types

[Click for PDF >](#)



AUTHOR | JOHN SMITH

Cloud Providers Have Expanded in Key Markets

[Click for PDF >](#)

Major cloud providers have expanded in key markets on Vendor Cloud Solution™:

- Amazon Web Services is now available in Chicago and Los Angeles
- Microsoft Azure is now available in Frankfurt and Paris
- Salesforce.com is now available in Silicon Valley, Washington D.C. and Frankfurt



VIDEO | VENDOR

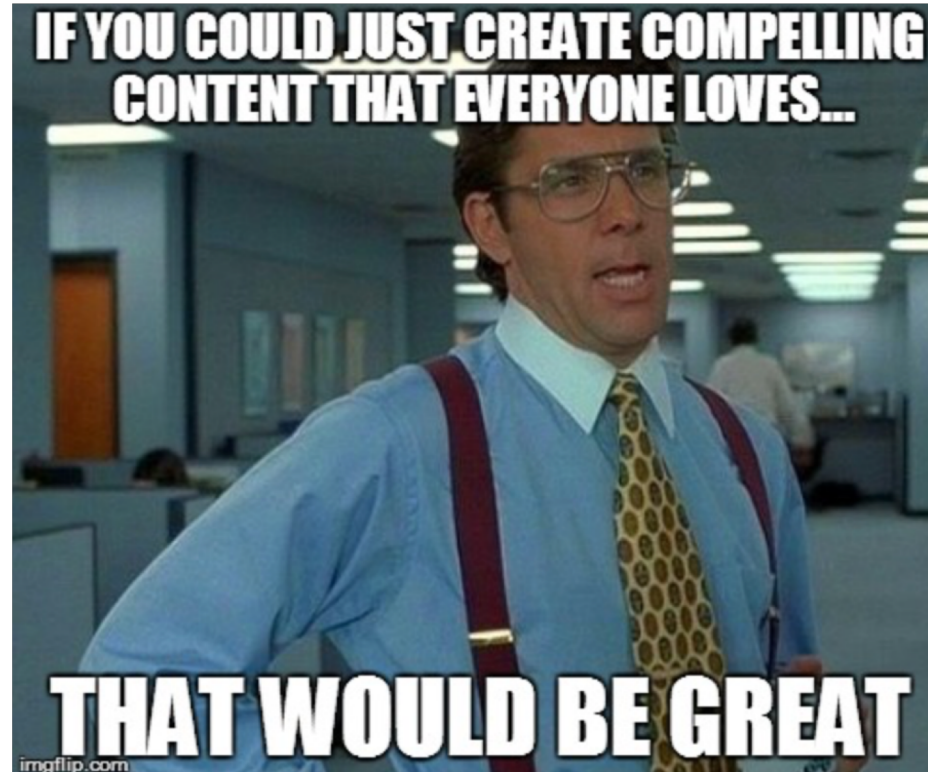
Global Cloud Solution Benefits

[Click for Video >](#)

Learn how Global Cloud Xchange, deployed with Vendor, the global interconnection and data center company, enables them to deliver connectivity and ultimately content, to the end user via ISPs, network services or the cloud.

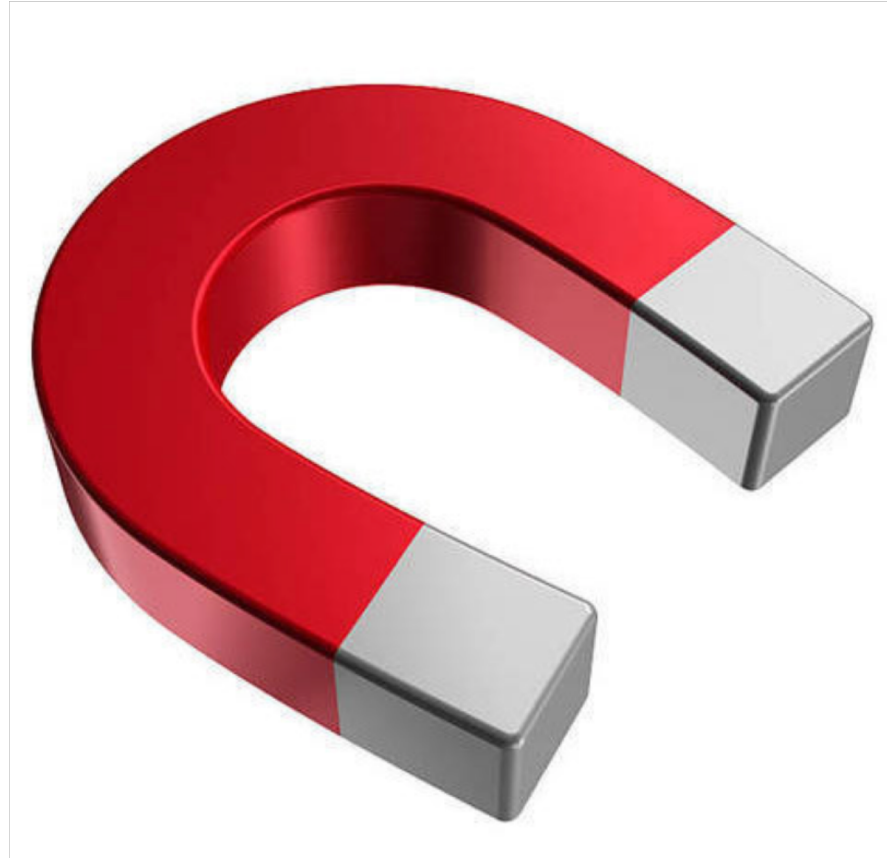


Remember, there is content and there are vehicles...



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Recruitment



Summary

- Realize there's an issue
- Figure out a plan
- Prioritize
- Start with social
- Aggregate your communications
- Drive content through ideal vehicles
- Update your recruitment strategy