

# Marketing Services

Building stronger  
manufacturer partnerships



## NEWCOM

Tech Forward, Future Ready

Technology  
Solutions

for Today

With Tomorrow

in Mind



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# Marketing Services

As a value-added Reseller, NEWCOM provides marketing services as an extension of your team.

To better serve and represent your product(s) there are three components to our marketing services:

## MARKETING SERVICES AVAILABLE

### MARKETING PLAN

- Co-Marketing Strategy
- Key Metrics & Marketing Automation

### CONTENT MARKETING

- Email Marketing
- Campaigns & Automation
- Co-Branded Collateral

### DIGITAL MARKETING

- Social Media
- Web-Based Marketing

### EVENTS & PROMOTION

- Trade Shows & Events
- Sales & Promotion



**MARKETING STRATEGY** - NEWCOM's marketing team will build upon the manufacturer's or vendor's existing marketing plan and position and promote to NEWCOM's targeted customer base.



**SALES** - Customer alignment is achieved by educating NEWCOM's sales team to represent the manufacturer's marketing strategy and product(s).



**MARKETING ANALYSIS** - Conducting a research campaign can easily identify tweaks that might be needed to identify opportunities in the market and help guide communication with customers. NEWCOM will analyze the marketing efforts and report results.

# Marketing Plan & Strategy

## Co-Marketing Plan & Strategy



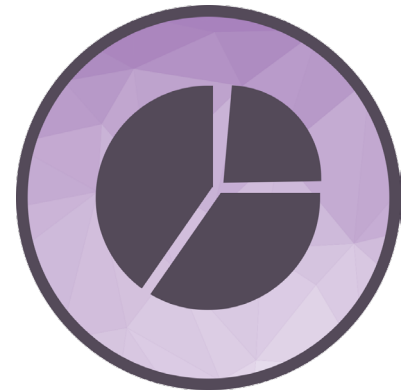
NEWCOM's marketing services are a co-marketing opportunity to increase marketing efforts with Strategic Partners. The objective is to align efforts in relationship marketing to gain exposure, reach, and sales advances in technology hardware and software products that suit customer and vendor needs.

### The Goal

The goal is to create a co-marketing plan and strategy to expand knowledge, develop tactics, and drive revenue growth in the key markets.

## Key Metrics for Measuring ROI

NEWCOM's marketing automation platform measures key metrics for campaign performance. These measurements determine if the marketing message is reaching the right audience. The provided details and actionable insights produce a well-rounded and informative report.



### The Benefits

Once a successful marketing campaign is launched the amount of information can increase user-driven content to shape future campaigns.

# Content Marketing



## E-Mail Marketing Campaigns

Part of NEWCOM's lead nurturing is through the e-mail marketing campaigns using an Account-Based Marketing Solution (ABM Solution). It is an effective way to improve sales conversions and keep your contacts engaged in the latest technology. By using Salesforce email campaigns, we are placing our marketing tools and CRM under one umbrella and can connect the dots across all of our marketing channels with ease.

## Co-Branding Collateral

Co-branding efforts with NEWCOM will expand the Manufacturer's or Vendor's potential to reach under-performing territory. NEWCOM's outreach to their client base and markets will increase the likelihood of attracting new customers.

## The Benefit

When two brands come together it is twice the benefit for a successful product release. Promoting the Manufacturer's brand and product through NEWCOM's customer base, social media outlets, and marketing outreach will bring new customer relationships and increase sales.



# Digital Marketing

## Social Media



Social media is practiced with a level of respect for each channel promoting to B2B markets. NEWCOM's Social Media Policy is to abide by strict guidelines. Currently NEWCOM has a LinkedIn company page along with a Business Facebook account managed and monitored by their Marketing Coordinator. The tone and reputation is business professional.



There is a huge potential for social media marketing to increase sales for NEWCOM's Manufacturers and Vendors.

## The Benefit

Social media marketing will increase brand recognition, increase visibility, and reach a broader more targeted audience.

## Web-Based Marketing

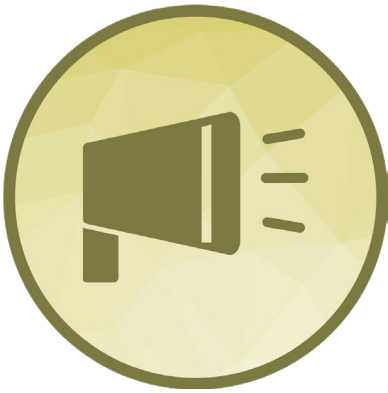
NEWCOM is active on their website with News, Publications, Product Releases, and more. Marketing messages will be consistent across all channels including the NEWCOM Website blog, social media, and Google Ad word search.

## The Goal

To improve brand awareness and provide enough information to generate a qualifiable lead. The lead is nurtured through NEWCOM's sales process to convert the opportunity to a sale.



# Events & Promotion



## Events & Trade Shows

NEWCOM provides a list of trade show and event opportunities for the Manufacturer Partners to consider co-branding. This strategic alliance creates a marketing synergy. Trade shows are evolving from traditional networking events to more targeted, focused conference experiences. Trade show marketing is well planned out with clear objectives throughout the event's marketing process to capitalize ROI.

## Sales & Promotion

NEWCOM welcomes Manufacturers and Vendors to provide custom marketing collateral, sample products, giveaways, and advertising material for all customer relations, presentation, and promotional opportunities. A clear understanding of marketing and sales working together to attract, nurture, and close deals is team work.

## The Benefit

Alignment of sales and marketing achieves optimal results. It is only equation for NEWCOM's marketing approach. Any and all marketing messaging and promotions are communicated with the Sales Team to ensure alignment in generating leads and converting to sales.



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**Alignment for  
optimal results**

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