

MARKETING SERVICES GUIDE

SCANSOURCE ACCOUNT MARKETING

scansource
FUELED BY FASTLANE

The ScanSource account marketing team is your full-service resource, dedicated to helping you and your customers uncover opportunities, enter new arenas, and develop existing business through tailored campaign initiatives. Based on your company's objectives and resources, the account marketing team can help you define and implement messaging—optimizing your time and your investments.

DIGITAL MARKETING

Geofencing

Use this innovative way to engage a captive, interested audience that has visited a desired target location. With this technology, we're able to surround the predetermined location with a digital fence. Individuals who enter the fenced location can be identified by their devices and served digital ads—either while they're still on the site, or at a later time.

Timeline: Two to three months

Search Engine Optimization (SEO)

Once you're happy with the state of your website, we can optimize it so it can be found across search engines.

Timeline: Recommended six-month minimum

Search Engine Marketing (SEM)

When your site is built with SEO in mind, use search engine marketing to increase your visibility through paid advertising.

Timeline: Recommended six-month minimum

Social Media

Develop and deploy a social-media strategy that's ideal for your business.

Timeline: Varies

Website and Logo Design

Do you have an out-of-date website or inconsistent brand image? Our experts will design a functional website to help you put your best foot forward with your customers and prospects. If you already have a website, our team can assist with a full site refresh as needed. We also can develop an eye-catching logo for your company, product lines, or campaigns.

Timeline: Four 60-minute sessions

DEMAND DEVELOPMENT

Campaign Creation

When communicating with customers and prospects, it's important to have a reason to connect. We can develop integrated marketing campaigns that include blog posts, telemarketing, video production, social-media posts, one-sheets, case studies, landing pages, emails, infographics, web seminars, podcasts, and more, to provide a foundation for discussion.

Timeline: One month

Database Cleaning

Detect, correct, or remove corrupt or inaccurate records from your database through our telemarketing team.

Timeline: One to three months

Event Consulting

Our team will provide guidance and share best practices for your events, including trade shows, individual booth setups, conferences, and more.

Timeline: Varies

SCANSOURCE ACCOUNT MARKETING

scansource
FUELED BY FASTLANE



Telemarketing

Utilize our telemarketing team to scrub your database, qualify interest, complete surveys, set appointments, or even register your customers for events. You'll walk away with a report that reveals all conversations and shows a breakdown of responses.

Timeline: Varies

Video Production

Whether through a customer testimonial, a how-to, or an announcement, animated or live-action videos are a great way to personalize communication.

Timeline: Varies

Voicemail Drop

Make fast and cost-effective contact with your target audience through a perfectly delivered voicemail message—recorded by you, or any contact you'd like, and sent to everyone in your requested database. It's nearly as personal as if you'd placed the call yourself.

Timeline: Two weeks

Ready to get started?

Connect with your ScanSource sales rep or email partner.marketing@scansource.com.

Partner FAQs:

Q: How do I obtain funding?

A: Projects can be either self-funded or case-funded by the supplier. Connect with your sales rep or BD for project funding options.

Q: Should I expect results right away?

A: We see the best results when marketing is viewed as long term and we're able to help your sales team nurture prospects through the purchase funnel.

Q: Should I use my own contacts or purchase new ones for an outbound marketing campaign?

A: You'll always have more success reaching out to prospects and customers with whom you have an existing relationship.

Q: How much will my project cost?

A: Partners should expect to spend an average of \$3,000 - \$5,000 per project. Individual project costs go as high as \$15,000, but most are considerably less.

Q: What is the first step to begin a project?

A: Our process begins with a strategic-planning call at no charge to you, our partner. We'll listen to your needs and build a plan that's customized to help you reach your goals.

Q: What if I want a campaign or service not listed?

A: Our team will recommend a resource to help you with your marketing goals—even if it's not a campaign or service we currently offer.

As always, we appreciate your partnership with ScanSource.