

# Execute High-Performance Marketing and Sales Efforts

**WITH ZIFT CHANNEL MARKETING & MANAGEMENT**

# CMM

*B2B organizations who rely upon strategic partners and distributors to market and sell their products and services often struggle to drive partner sales and marketing effectiveness. Partners vary dramatically in marketing skills and resources. Programs suffer from vague definition, planning and execution. Forced to log into multiple systems to get their jobs done, channel partners disengage, valuable marketing development funds are wasted and performance lags.*



## Best-of-Breed Channel Marketing & Management

Zift is the undisputed Channel Marketing and Management (CMM) leader, providing best-of-breed, fully-integrated CMM solutions that empower collaborative marketing to, through and for channel partners.

### CMM:

Channel Marketing & Management

*Deliver turnkey multi-tactic marketing campaigns*

*Automatically publish & save targeted relevant content*

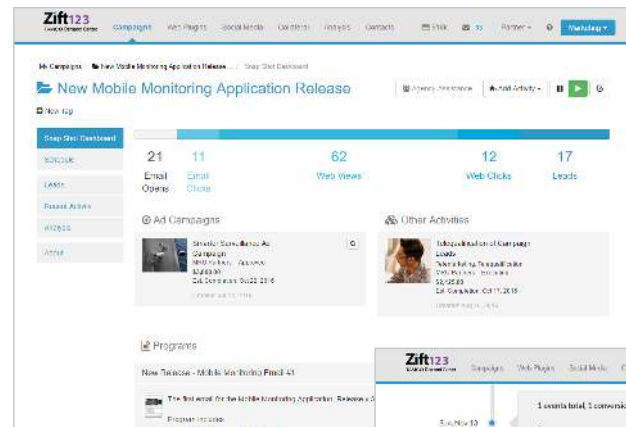
*Automate search engine marketing, pay per click & ad retargeting*

*Simplify social media to boost online presence and keep partner mindshare*

*Align sales & marketing efforts*

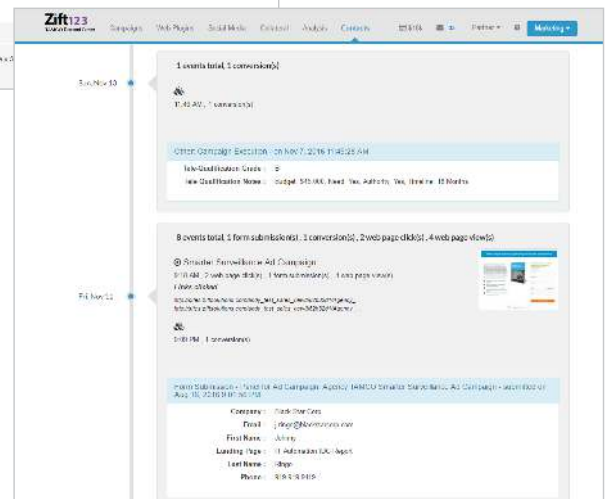
*Streamline lead management across the entire lifecycle*

*Realize higher ROI*



**Reach a broader audience and increase channel revenue**

**Access powerful multi-tactic marketing tactics within the systems you and your partners already use**





## Zift Channel Marketing & Management Provides:

### EMAIL MARKETING WITH WORKFLOWS

Reduce cost per lead and increase marketing touches with turnkey execution of co-branded multi-touch email campaigns with workflows to ensure follow-up.

### CONTENT SYNDICATION

Boost conversion rates by 50% with dynamic delivery of targeted, relevant website content that automatically adjusts to match prospect interests and behavior.

### SOCIAL MEDIA SYNDICATION

Expand the reach and relevance of channel partners with social media content that builds awareness, nurtures relationships and drives leads.

### DIGITAL ADVERTISING

Simplify paid Search Engine Marketing (SEM) and offer partners Pay-Per-Click (PPC) marketing opportunities, so they can combine display advertising with ad retargeting tactics to generate demand.

### COLLATERAL LIBRARY

Organize and leverage the collateral assets you already have for partner marketing efforts and brand continuity.

### LEAD MANAGEMENT

Deliver leads via email or within partners' familiar CRM and SFA systems while gaining visibility and tracking across the entire lead lifecycle.

### CAMPAIGN MARKETPLACE

Optimize the use of Marketing Development Funds (MDF), deliver pre-approved campaigns, and manage multiple partner and agency activities.

### ANALYTICS

See what's working — and what's not — with clearcut analytics that measure success and help you manage MDF and partners with better data and insight.

Plan, execute and generate predictable pipeline revenue through channel partners



## Seamless Integrations & Sophisticated Global Support

CMM is a core component of Zift Channel as a Service and integrates seamlessly with the applications and infrastructure you already have in place — so you and your partners don't have to leave the systems where you already work. Zift also offers an array of self-service, managed services and concierge-level support to meet the needs of both high- and low-touch partners and help channel programs thrive.



## Why Zift Solutions?

More than 80% of channel chiefs and more than half a million partners rely on Zift Solutions to drive channel success. Zift Channel as a Service automates all channel marketing, sales and operations processes – and integrates seamlessly with established systems and infrastructure to provide faster ROI and deliver better results.

Learn more at [www.ziftsolutions.com](http://www.ziftsolutions.com).



[www.ziftsolutions.com](http://www.ziftsolutions.com)

© 2018 Zift Solutions | All Rights Reserved