

# Simplify management. Optimise budgets. Improve performance.

**TBT Marketing** helps technology OEMs to improve ROI from vendor alliance marketing activities.



# Maximise mindshare for your products and solutions

## Ensure you're getting the best out of your vendor alliance partnerships

Sounds easier said than done? After 18 years working in the technology sector, TBT Marketing understands how to build relationships to improve ROI, amplify your brand value and increase mindshare.

When alliance partners have different goals, it can be challenging to focus coordinated activities. You need joined-up messaging to resonate with both partners. Being an experienced, independent agency, TBT has the knowledge that can help you to differentiate your value proposition so that your products and solutions are given the right airtime in the channel.

### TBT can help you:



coordinate multi-party requirements



manage co-funded activities



combine the strengths of your alliance network to track against defined outcomes

We are the agency that act to keep everything moving



# How TBT Marketing take away the stress of managing co-funded activity

Quarterly cycles and long approval processes can mean that budgets are either under-utilised or squeezed into end of quarter windows.

The result? Last-minute campaigns that are poorly executed or fail to meet shared KPIs. TBT helps by providing robust budget management – so that you can make full use of your marketing investments by designing and executing impactful and innovative programs that will deliver on the objectives you set with your alliance partners.

## Blending compliance and branding rules is complicated

Whether you need to deploy long-run programs or execute short-term campaigns, the approvals process can slow everything down, and impact on the cost of getting activity into market. With enough careful planning though, both types of activities can be more cost-effective, and impactful – as the compliance procedures are properly mapped out with sufficient time allowed for approvals. TBT can help you involve all stakeholders from the planning stage, coordinating requirements early, ensuring all parties are aware of compliance procedures, and working towards a faster, streamlined approvals process.



# The TBT approach to ensuring success for your co-funded program

Our process of designing and executing co-funded programs is simple and effective

You could decide to manage your co-funded activities in-house. But the advantage of partnering with a specialist agency like TBT is that we bring a different perspective: deep knowledge of the sector, excellent ideas for creative concepts that grab attention, and exceptional program management at all stages.



## 1 – Plan



To reach your marketing objectives you need to grab the attention of your audience – and fast. When we design an innovative marketing program – we craft engaging concepts that disrupt the status quo. Creative that makes your audience stop, think, and consider your offering before your competitors.

### Here's how we do this:

- Workshopping – we aim to get all relevant stakeholders involved to help craft a joint value proposition, and leverage the value of the differences between your alliance partners.
- We clarify program strategy and setup requirements – whether that's engaging subject matter experts, identifying the target market, tactical planning, or briefing other third parties.
- Compliance management: budget planning, setting out SOWs, defining activities, undertaking legal reviews and approvals to ensure compliance.

In planning the best route to market, we take the stress out of the administrative requirements for your program to ensure that your sole focus is on delivering the best outcomes to boost your bottom line.

## 2 – Execute



With an innovative approach to creative and smart tactics that will deliver against plan, we look to deploy your program to make an impact in your target markets. But that's just the start. Then we continuously optimise your program to ensure that KPIs are being consistently met and tweak according to how the audience are responding. And as you'd expect, we'd ensure regular reporting to program stakeholders to ensure full visibility and the opportunity to feedback.

For TBT, deploying a marketing program is as simple as making sure it's:

- ✓ On-time
- ✓ On-budget
- ✓ On-message

## 3 – Review



So your program has launched. Results are starting to come in. What's next?

- ✓ Streamlined reporting process
- ✓ Recommendations for future activity
- ✓ Compliance management

When a program has finished, we can also take care of the compliance management to ensure that there are no roadblocks to progressing future programs.



Most importantly, we can guide you through the end-to-end process of putting together a dynamic, integrated program that gets the results that you need.



## The proof is in the pudding



We are fortunate to have worked within the tech sector for over 18 years, building strong relationships with Intel, Microsoft, Lenovo, Dell EMC, HPE, IBM, Cisco and others.

**Have a look at how we've helped other alliance partners to maximise their ROI with co-funded programs.**

### ➔ Get in touch!

If you're keen to boost the effectiveness of your marketing programs, we'd love to start a conversation. Simply get in touch with one of our client strategy directors to discuss how we could partner together.



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