

Partner marketing: Ten ways to engage

Opportunities to grow revenues and build your business

May 18, 2017



Count on Pitney Bowes for the tools and support you need to generate leads and close deals.

Our promise to you:

We value our partners.

Our partners are essential to our growth and provide expert services and essential applications, enhancing the Pitney Bowes suite of offerings.

We work as a team.

We work shoulder-to-shoulder with our partners and we are committed to efficient and mutually profitable relationships that keep our clients' success at the center of everything we do together.

We invest in our partnerships.

We support our partners' pursuit of market opportunities and prepare them for new ones. We provide training, education and investments to deepen their skills and enhance their ability to deliver client value.

We innovate with our partners.

Our partners leverage Pitney Bowes technologies and data to develop unique solutions which enable all of us to be competitive, stay relevant and win in the global marketplace.

We do the right thing the right way.

Respect, trust and transparency are the key tenets of our relationship with you.



We offer what you need to showcase your value.



Marketing and selling

What we deliver:

01. Market development funds
02. Demand generation
03. Lead distribution
04. Marketing kits
05. Marketing automation platform
06. Social media programs
07. Events
08. Blog series
09. Joint webinars
10. Market awareness

MDF | Demand generation | Lead distribution | Marketing kits | Marketing automation | Social media | Events | Blog series | Joint Webinars | Awareness

01. Market Development Funds (MDF)

Pitney Bowes offers initiative-based MDF that can be requested for lead generation and enablement activities.

- ⊕ Face-to-face events
- ⊕ Conference and event sponsorships
- ⊕ Sales kickoffs
- ⊕ Telemarketing
- ⊕ Other demand gen activities



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Appropriate MDF activities

Face-to-face events



- Local industry events that include Pitney Bowes content

Conference and event sponsorships



- Conference and event sponsorships that include Pitney Bowes content
 - Channel partner events
 - Trade show sponsorships
 - User group meetings

Sales kickoffs



- Your sales kickoffs that include Pitney Bowes content and joint account planning

Telemarketing




- Telemarketing campaigns specific to Pitney Bowes software solutions

Demand generation activities



- Share ideas for lead generation activities

How to get MDF

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Co-Marketing MDF Request Form – AMER


This form must be completed and submitted at least 6 weeks before the planned campaign.
Please email the completed form to: anne.keenyon@pb.com

Reminder: only completed forms will be considered!

Today's Date: _____

Partner Information	
Pitney Bowes Partner Manager	
Your Name	
Your Title	
Your Email	
Company Name	
Address 1	
Address 2	
City/Town	
State/Province	
Zip	
Country	
Phone	
Fax	
Do you have a Partner Development Plan (PDP)?	<input type="radio"/> Yes <input type="radio"/> No

Campaign Information	
Activity Name	
Activity Description <small>(Provide complete details about activity.)</small>	
Type of Activity	<input type="radio"/> Partner Led Event <input type="radio"/> Partner Led Webinar <input type="radio"/> Local Industry Event <input type="radio"/> User Group Meeting <input type="radio"/> Partner Sales Kick Off <input type="radio"/> Telemarketing <input type="radio"/> Other _____
Date(s) of Activity	
Event Time Start/End	Start: _____ End: _____
Location <small>(City, State/Province, County and Venue)</small>	
Total Cost	SUS _____
Other Sponsoring Parties	
Requested Contribution from Pitney Bowes <small>(not to exceed 50% of total cost)</small>	SUS _____

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Co-Marketing MDF Request Form – AMER

Diving Deeper			
Solution Focus	Locate <input type="radio"/> Location Intelligence Suite <input type="radio"/> Data Sets <input type="radio"/> Spectrum <input type="radio"/> Spectrum Spatial <input type="radio"/> APIs	Identify <input type="radio"/> Single Customer View	Communicate <input type="radio"/> Engage One Video <input type="radio"/> Customer Engagement Solutions
If you are hosting an event, will Pitney Bowes be presenting?	<input type="radio"/> Yes <input type="radio"/> No		
Expected # of Attendees/Targets	If yes, please list the Pitney Bowes speaker's name here		
Audience Description <small>(Target audience: Existing users? New customers? Basic level? Admins?)</small>			
Are you targeting new Pitney Bowes customers?	<input type="radio"/> Yes <input type="radio"/> No		
Have you mapped attendee targets to Pitney Bowes field reps?	<input type="radio"/> Yes <input type="radio"/> No		
	If yes, please list who you are aligned with here:		
Expected Results	# of expected cold leads	# of sales qualified leads (SQL)	# of closed opportunities
Average Deal Size (ADS)	\$ _____		
Expected Pipeline	(# of SQL x Average Deal Size)	\$ _____ X _____ = 0	
Expected ROI	(# of closed deals x Average Deal Size)	\$ _____ X _____ = 0	
Anticipated Follow-Up Activity <small>(They own, they view, you measure. What's next to keep them engaged and meet pipeline goals?)</small>			

Required Proof of Performance	
Proof of Performance (PoP) is REQUIRED within 30 days of the conclusion of your marketing activity. <small>(Required: reimbursement and a unit report to www.pb.com)</small>	This is your PoP checklist. Please note that ALL are required for reimbursement. <ul style="list-style-type: none"> An invoice from your company to PB in US DOLLARS, mail to: Pitney Bowes, Software Solutions, 3001 Summer Street, Stamford, CT 06903, United States Activity receipts equal to or less than approved funded amount One of the following proofs of performance showing Pitney Bowes representation (Invitation/Event/Lead/Agenda/picture of booth) Lead list in Pitney Bowes Sales/CRM format
<input type="checkbox"/> Understand my funds will not be reimbursed without providing required PoP, receipts and invoice in US\$ to Pitney Bowes (box must be checked)	
VP Channel Executive Approval (for Pitney Bowes internal use) <input type="radio"/> Yes <input type="radio"/> No	

Getting and using MDF

- Fill out and submit the Pitney Bowes MDF request form at least six weeks before the activity.
- Co-branded collateral and promotions should adhere to Pitney Bowes branding guidelines.
- Activities must be conducted within the time frame identified.
- Claims must be made within 30 days of completion of the activity and include proof of performance, receipts and leads spreadsheet.
- Pitney Bowes will reimburse you through an electronic transfer within 45 days of claim approval or you can request a credit on your account.

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02. Demand generation programs to drive results for and with you

Lead routing



- Prospect leads routed to you.
- Integrated sales team.

Partner marketing kits



- Pitney Bowes campaign elements and assets packaged for use by you to promote to your prospects and customers.

Custom campaigns



- Utilize MDF to work with agency to develop custom campaigns leveraging Pitney Bowes campaign elements and assets.

Place your bets



- Utilize MDF to develop deep dive discovery sessions with targeted prospects.

Executive door opener



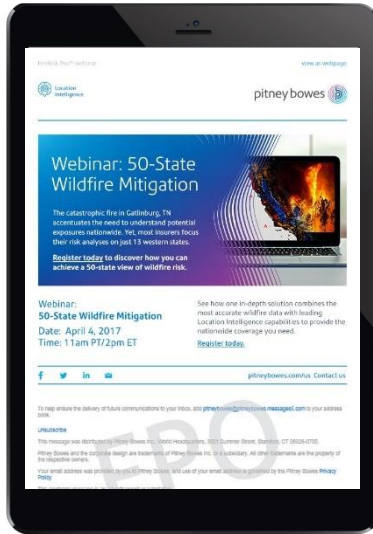
- Targeted program to obtain an appointment with a key C-level target.

Telemarketing

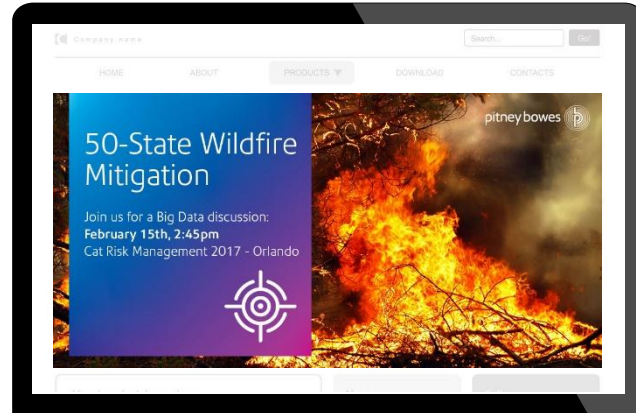


- Call campaign to generate net new logo leads.
- Targeted prospect personas by vertical.

Demand generation examples



Email/Webinar



Banner



Data Sheet

03. Lead distribution

- ➕ Pitney Bowes-run campaigns produce leads that are entered into Salesforce
- ➕ Pitney Bowes pre-qualifies leads (BANT) and assigns them to you
- ➕ You accept lead (within 48 hrs)
- ➕ You contact customer and work lead (within 30 days)
- ➕ Lead is converted to an opportunity


The image shows a sequence of three screenshots from the Salesforce interface, connected by a vertical line with circular markers. The top screenshot shows the Salesforce home page with the 'Leads' tab selected. The middle screenshot shows the 'Leads Home' page with a dropdown menu for 'View: PBS My Open Leads' and a 'Go!' button. The bottom screenshot shows the dropdown menu expanded, listing various lead sources, with 'PBS My Unread Leads' highlighted. Below the screenshots, a small table shows the names of the users assigned to the leads.

Name
Jones, Jack
Morgan, David


We support our integrated sales model with you.

Your partner manager and direct sales rep are also linked to the lead. This allows you to bring in resources as required to convert the lead to an opportunity.




 Leads (25+) [Show Filters](#)


Action	Name	Status	Company	Existing Account
Edit	Faizan Khan	Contacting	Analytics8	Analytics8
Edit	Timothy Quinn	Contacting	NCR Corp.	NCR CORP
Edit	Jose Meza	Contacting	JD Power	JD POWER AND ASSOCIATES

Lead  Jack Jones


Convert Lead

Lead Owner: 

Send email to the Owner

Existing Account 

Create new account

Existing Contact 

Create new contact

Opportunity Name: Do not create new opportunity

Converted Status:

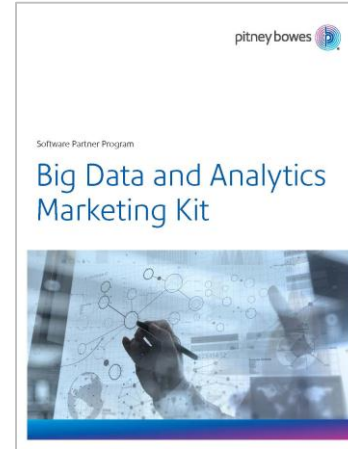
04. Marketing kits

Pitney Bowes offers a plethora of campaign assets for lead generation, communication and enablement activities.

- EngageOne Video
- Financial Crime and Compliance
- Big Data and Analytics
- Single View of Customer
- Insurance – Risk Management
- MapInfo Pro
- Enterprise LI
- IBM Cognos and IBM Watson





Marketing kit examples

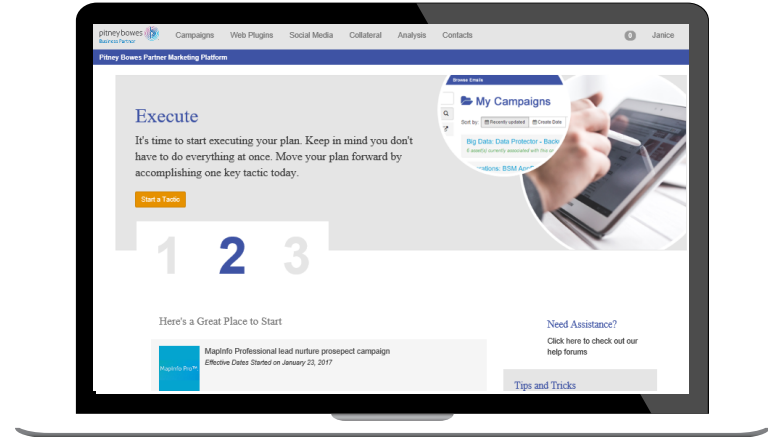
We make it easy for you to engage clients and prospects. Marketing kits illustrate successful Pitney Bowes campaigns, sales support materials and value-added assets that are ideal for thought leadership, lead generation, lead nurturing and client engagement.



05. Marketing automation platform

The Pitney Bowes partner marketing platform helps you hone in on the right prospects to increase your sales success. We supply the content and then you simply launch the activities and track your contacts all the way from prospect to opportunity.

-  Website content
-  Email marketing
-  Website analytics
-  Social media syndication



The Partner marketing platform lets you run your own activities and deliver results.

Website content



It can be time-consuming to update and add new content regularly, but it's critical to your sales success. With syndicated web content:

- Your site is automatically updated saving you time and money
- Content fits seamlessly and is easy to use and customizable

Email marketing



You've heard the hype surrounding email marketing, and that's because it works. With ready-to-use partner-centric Pitney Bowes email campaigns:

- You can create your own leads
- Send your prospects the latest offers and industry information
- Upsell your existing customers
- Nurture your leads and prospects

Website analytics



Gain increased visibility into who is visiting your website. Through enhanced website analytics, integrated with your social media syndication set up:

- Get insight into people within your social community who visit your website
- Better target the right level of contacts within prospective organizations
- Get the ability to view the companies where people are visiting your website

Social media syndication



Grab their attention before prospects are ready to buy using social media. Do you want to be active on social media, but don't have the time to curate content? We make it easy by providing the content:

- Maintain the level of control that works for you
- Set the posts to auto-publish or choose to edit and approve posts before sending

06. Social media programs

Pitney Bowes offers the tools, services and training to help your social media program thrive.

- + Tweetchats
- + The Insiders
- + Social presence optimization
- + Social around partner events
- + Videos



Go social with Pitney Bowes and build your business.

Pitney Bowes employs best practices for pulling off social media to get the best possible results for you. We help you deliver the relevant, personalized interactions that secure customers for life.

Tweetchat



#PowerOfPrecision tweetchat focuses on a topic of great interest to key audiences—who are able to actively engage in the sessions—allowing the company to showcase its thought leaders and share valuable best-practice information.

All sessions are moderated by well-known and highly-regarded business advisors.

The Insiders



A partner page on *The Insiders*, provides you access to not only Pitney Bowes content, but relevant 3rd party content.

Social presence optimization



Pitney Bowes offers social media marketing training to help optimize your social presence.

Social around events



The Pitney Bowes social team provides expertise and value-added support for your events.

Sample events supported include World of Watson, PartnerWorld, Qlik Connections, Tableau and ACAMS.

Videos



Use MDF to do co-branded videos and social advertising promotions.

Social media in action







Pitney Bowes recognized by PR Daily's 2016 Digital and Social Media Awards



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07. Events

Pitney Bowes will help you set up events using our best practices. These include face-to-face onsite events such as lunch and learns, round tables and seminars tailored to your vertical audience.

-  Subject matter experts
-  Content creation
-  Promotion
-  Project management



08. Pitney Bowes blog

Pitney Bowes offers blog activities to increase thought leadership and social media amplification.

- ✚ We will collaborate with your teams to execute on joint blogs and amplification of your blogs.
- ✚ If you wish to write the blog, we can review and edit. If you prefer, we can interview your subject matter expert, write the blog and then you can edit.



Sample blog topics:

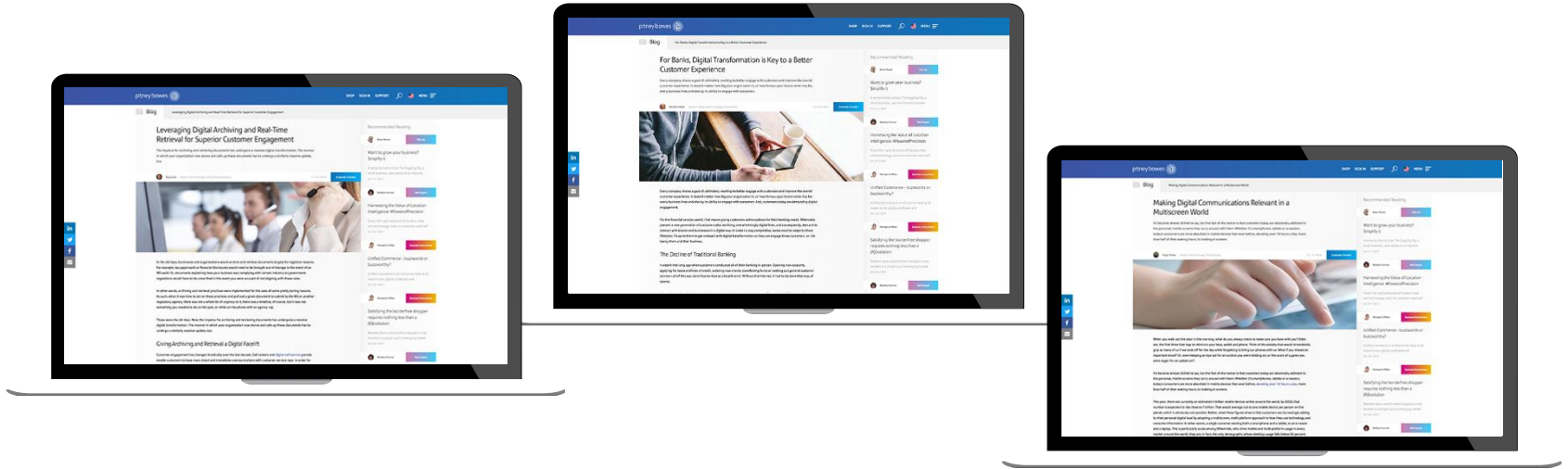
You are subject matter experts in multiple industries. Our goal is to increase thought leadership and social media amplification.

Example topics include:

- 01.** Single customer view across physical and digital channels in retail
- 02.** Big data to deliver precision and accuracy in customer communications
- 03.** Financial crime and compliance
- 04.** Tips to prepare for GDPR
- 05.** Understanding customer context to increase relevance



Pitney Bowes blogs in action



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09. Joint webinars

Pitney Bowes will help you identify timely and engaging topics, provide subject matter experts and suggest a media outlet to host a joint webinar that best fits your objectives for lead generation.

- + Planning
- + Media outlet selection
- + Speaker selection
- + Practice runs
- + Promotion
- + Lead qualification



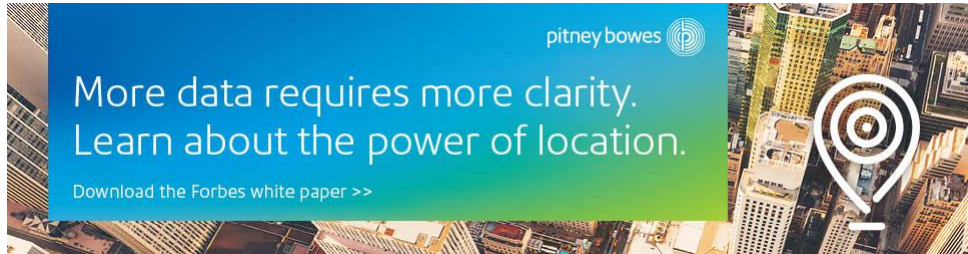
10. Market awareness


We generate opportunities in software and data solutions by:

- ⊕ Driving awareness and thought leadership.
- ⊕ Achieving ‘top list’ status and awards.
- ⊕ Helping prospects discover providers.

FORRESTER®	FORRESTER®	FORRESTER®
WAVE LEADER 2016	WAVE LEADER 2016	WAVE LEADER 2016
Master Data Management	Customer Analytics Solutions	Geospatial Analytics Tools And Platforms
The Forrester Wave™: Master Data Management, Q1 2016	The Forrester Wave™: Customer Analytics Solutions, Q1 2016	The Forrester Wave™: Geospatial Analytics Tools And Platforms, Q3 2016

Market awareness in action



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More data requires more clarity.
Learn about the power of location.

Download the Forbes white paper >>



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Discover who leads
the pack in geospatial
technology.

Download your complimentary
*The Forrester Wave™: Geospatial Analytics
Tools and Platforms, Q3 2016* report today >>



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Software Solutions

Engagement in
the Age of the
Customer:

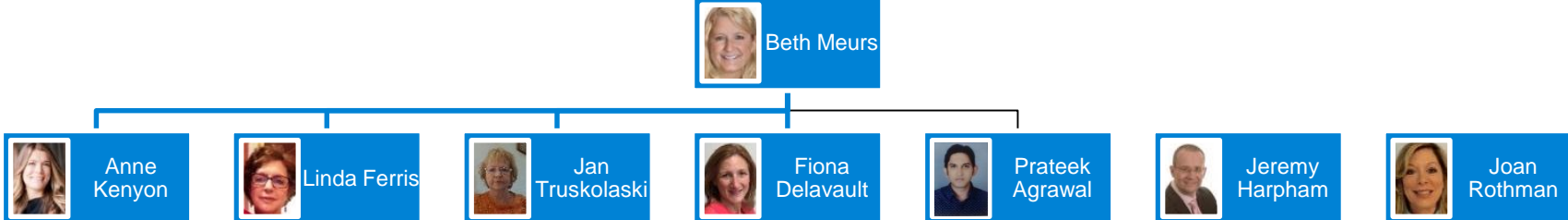
Drive meaningful experiences
at every touchpoint.

Download: Forbes Insights report

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Software Partner Program marketing organization

We deliver personalized service to help you showcase your advantages.
Work with a team with one goal: helping you succeed.



A series of overlapping, wavy lines in shades of blue and purple, creating a sense of motion and depth in the bottom right corner of the slide.

Thank you