



ARE YOU GETTING YOUR SHARE?

According to the Yellow Pages Publishers Association (YPPA), approximately \$30 billion are available annually in co-operative advertising for small businesses.

DRAMATICALLY INCREASE THE EFFECTIVENESS OF YOUR MARKETING FUNDS

Xand's custom marketing plans:

- > Orient your marketing efforts towards obtainable goals and measurable results.
- > Outline goals, target audience, key messages, offers, timelines for campaigns, key events and tradeshows, budget rollout, and sources of funding.
- > Are based on a customized Marketing Toolkit, showing how our services are best utilized for each type of client.

www.xandmarketing.com

Better Strategy. Better Co-Op Funding. Better Sales.

CHANNEL PARTNERS

Solutions For Channel Partners

You need leads, you need sales. Don't dismiss the co-op funds available to you. Xand Marketing is your key to efficiently and effectively improving your bottom line. Xand eliminates obstacles that Channel Partners often face when accessing co-op funds, while offering a broad suite of integrated and standalone marketing initiatives on which co-op dollars can be spent.

Better Funding

By partnering with your primary vendors, Xand can offer negotiated rates and payment options for co-op dollars, as well as pre-approved marketing programs.

Streamlined Process

Xand streamlines the co-op marketing process. We know the rules; we make them work for you. We use your available co-op budget to jump-start your sales and marketing efforts, providing you with a fully customized and integrated marketing plan to guide implementation.

More Sales

Xand can work with your existing vendors or supply a full range of marketing services designed specifically for channel sales. You know your business, we know results. Xand works with you to define your needs and deliver:

- > Brand Development and Management
- > Strategy and Market Research
- > Product and Service Launch
- > Trade Shows
- > Marketing Collateral
- > Website Development and Strategy
- > Lead Generation Campaigns
- > Direct Mail Campaigns
- > E-mail Campaigns
- > Telemarketing
- > Online and Print Advertising Campaigns
- > Sales Tools
- > Customer Relationship Tools
- > Newsletters
- > Public Relations
- > Events, Speaking Engagements, and Event Promotion

Xand Can Do That

Working with Xand provides greater opportunities for you to utilize the co-op funds available to you. Include Xand in your co-op marketing operations and know that your funding opportunities are being maximized and that your marketing objectives are integrated, managed, and expertly executed.

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