

White Glove Program

Dedicated support activating multi-touch campaigns on the Partner Marketing Hub.

What's Included

- Customized lead generation campaign developed and executed to deliver against goals.
- Recommended tactics to compliment standard campaign elements such as paid media, paid social, content syndication, event marketing and / or email nurture.
- A dedicated consultant to provide end-to-end sales and marketing GTM strategic guidance, focused on lead and revenue generation.
- Marketing and sales reporting, performance metrics and style.

Partner Participant Criteria

Nominated and Endorsed Partner shares mutual business goals with HV. Partner Marketing and PAM agree on partner and to offer their support to facilitate program success.

Execute PMH Campaign Partner will execute lead generation campaign that promotes HV solutions. Partner agrees to lead nurture and follow-up.

6 Month Program Committed from start to finish. 2-4 regular calls/ month.

Dedicated Resource(s) Partner commits one project manager accountable to supporting successful activation and follow through of the program (including campaign and lead nurture activities.)

Compliant Competency trained and accredited (Member, Premier or Elite Partners). Committed to closed loop execution.

HV Presence on Website Has or will implement (HV templates provided).

MDF To be successful funding is often needed for additional paid marketing tactics. This should be coordinated and secured for any partner nominated. PAMs and Regional Marketing Managers may use their MDF at their discretion.

Objectives

- Enable partners to generate quality leads and increase conversion rates.
- Closed-loop reporting and measurable pipeline.
- Partner upskilling to run effective campaigns.
- Partner incentive to continue growing with HV.
- A coordinated approach to partner GTM campaigns.
- Effective MDF usage that drives ROI.

Steps of the Process

1 Partner Nominated

- Based on selection criteria
- Partner has agreed to participation requirements.
- MDF for incremental tactics has been secured. MDF is paid direct to agency.

2 Strategic Planning

- Agency leads partner and HV to collaboratively develop a comprehensive plan of action to be executed via the [Partner Marketing Hub](#).
- Goals and tactics confirmed and agreed upon by all parties.

3 Campaign Activation

- Review and approve all marketing materials.
- Coordinate with partners for a synchronized launch.
- Deployment in the Partner Marketing Hub.
- Agency provides hands-on support throughout the execution of campaigns, working closely with the partner at every step.

4 Lead Nurture and Deal Registration

- Agency provides detailed analysis of the partner engagement and activities, campaign performance, and recommendations for follow up.
- Partner is accountable to lead cultivation.
- Agency, partner and HV track lead management and deal registration.

Nominate →

Send your questions to
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