

# COMPUTERLINKS Marketing



## What is COMPUTERLINKS Marketing?

COMPUTERLINKS Marketing is a part of the COMPUTERLINKS Product Management Team. Each vendor is assigned a Product Marketing Manager, an Assistant Product Marketing Manager, and if available, a Product Sales Specialist.

## How can COMPUTERLINKS Marketing help our resellers?

COMPUTERLINKS Marketing can help in the following ways:

- Assistance in gaining access to vendor partner portals
- Providing training or access to vendor training
- Planning and development of marketing/lead generation campaigns
- Assistance with requesting MDF or co-op funds from vendors
- Creation of html mailers for invitations or general announcements
- Mailing of html e-mails
- Webinar agenda creation/advice
- Hosting of webinars
- Creation of specific sales tools to help resellers generate leads on behalf of vendors
- General advice relating to effective marketing strategy and market trends

## How much is this going to cost?

The majority of services detailed above are provided to COMPUTERLINKS resellers in good standing **at no cost**. Additional services may incur some cost. For a full understanding, please contact COMPUTERLINKS at [PM-US@computerlinks.com](mailto:PM-US@computerlinks.com).

## Are marketing funds available through COMPUTERLINKS Marketing?

Resellers are encouraged to take advantage of vendor-provided MDFs or co-op programs. COMPUTERLINKS can assist with requests and approvals. In addition, COMPUTERLINKS offers additional funds on a case by case basis, contingent on any programs or promotions currently running. Please check with the Product Marketing Manager before securing any services for which you might require reimbursement from COMPUTERLINKS.

## This sounds great, how do I get started?

1. Apply to become a reseller with COMPUTERLINKS
2. Contact your Territory Manager to determine which vendors you would like to focus on
3. Set a meeting with COMPUTERLINKS Marketing through your Territory Manager

The information listed above is meant to serve as general guidelines. COMPUTERLINKS can cater marketing services to individual reseller needs.

If you have any additional questions, please contact [PM-US@computerlinks.com](mailto:PM-US@computerlinks.com).

