

EXPERT MARKETING SERVICES THAT DRIVE RESULTS

WHO WE ARE

CHANNEL MARKETING THAT ACTUALLY WORKS

We know marketing. We've chosen to focus where it matters most: the channel.

We help technology vendors turn their partner ecosystems into their most powerful sales engine, through integrated marketing programs built by people who understand how they operate, what partners need, and how to move toward revenue.

We work as a seamless extension of your team, bringing deep expertise with the full resources of 360insights, without the overhead of building it in-house.

PROVEN EXPERIENCE

10+ decades

combined in B2B and the channel

100,000+

social media posts published

2,000+

blogs published

200+

social media programs delivered

500+

webinars delivered

300+

speaking engagements

250+

marketing enablement videos

THE RESULTS

WHAT WE DELIVER

395%

MORE SOCIAL FOLLOWERS

3x

MORE AVERAGE OPEN RATE

14%

MORE SOCIAL WEB TRAFFIC

64%

MORE ENGAGEMENT

OUR SERVICES

FOUR WAYS WE DRIVE PARTNER PERFORMANCE

From awareness to revenue, our services help you engage partners, enable success, build skills, and accelerate growth.

ENGAGE PARTNERS

Strengthen partner relationships through strategic communications, thought leadership, and engagement programs that build trust.

Communications

- Blogs & articles
- Executive branding
- Ghostwriting
- Partner communications
- Podcasts
- Thought leadership
- To-partner campaigns

Programs

- Awareness campaigns
- Customer testimonials
- Partner events
- Recruitment campaigns
- SMAPs (Social Media Amplification Programs)
- Social Selling

ENABLE PARTNERS

Equip partners with the programs, tools, and operational support they need to participate, execute, and grow.

Program Development

- ABM strategy
- Campaign planning
- Co-branded marketing
- Enablement resources
- Onboarding programs
- Through-partner campaigns

Operations & Support

- Campaign deployment
- Fractional leadership
- Managed Marketing Services (MMS)
- Partner journey optimization
- Program guides

EDUCATE PARTNERS

Build partner confidence through AI education, marketing training, and sales readiness programs built to improve execution and long-term success.

Learning Opportunities

- AI productivity
- Generative AI
- Partner onboarding education
- Prompt engineering
- Portal education & demos
- Product demos

Programs

- Marketing workshops
- Social selling education
- Marketing best practices training (LMS-based, video, virtual, & workshops)
- Webinar logistics & promotion

DRIVE MORE REVENUE

Generate pipeline and improve partner performance with integrated demand generation, messaging, and sales enablement programs.

Demand & Lead Generation

- ABM programs
- Integrated campaigns
- Lead gen programs
- Lead nurture programs
- Marketplace strategy
- Multi-channel campaigns
- Search optimized content

Sales Enablement

- Battlecards
- Joint value propositions
- Messaging frameworks
- Partner playbooks
- Sales collateral
- Sales presentations
- Webinar presentations

READY TO ACCELERATE PARTNER GROWTH?

Connect with our team and start building your channel marketing advantage.

[Schedule a consultation](#)

[Visit our website](#)