



# Channel Partner Marketing

## Enablement & Planning



## Mia Farber

Vice President – Global Marketing | CitiXsys – iVend Retail

Mia has more than 10 years' experience in the retail industry associated with delivering innovative software solutions to mid and large sized retailers. Known for her strong track record of operational excellence and managing a global ecosystem of technology partners, Paula has been instrumental in building the iVend Retail into a global market leader in the retail industry and plays a major role in the Company's overall performance.

# Channel Partner Marketing

## Marketing Overview

*As a channel centric organization, our goal is to enable our Channel Partners to run effective marketing campaigns, drive quality leads and organize events.*

*The ultimate goals of joint marketing activities are to create market traction and fill a robust sales pipeline.*

Marketing Resources

Core Branding

Marketing Campaigns

Thought Leadership

Marketing Planning

Co-Marketing





# Marketing Resources

# CitiXsys Knowledge Portal (CKP)

*Engage. Learn. Collaborate. A resource center for all your marketing needs:*

## Partner Kit

- eLearning
- Software Downloads
- Documentation – User Guides
- Sales & Implementation Consultant Trainings
- Partner Program – Responsibilities and Benefits
- Contacts (Sales, Marketing, Consulting, Licensing)

## Document Store

- Graphics & Ads
- Whitepapers / eBooks
- Packaged Campaigns
- Collateral & Fact Sheets
- Presentations
- Case Studies & Customer Quotes

CITI X SYS Knowledge Portal

Home Downloads Community Certification Support Extensibility

Search here

CitiXsys Knowledge Portal | Home

Introducing iVend Hospitality  
Designed for Food & Beverage Operations  
Learn More

Start Here

- iVend Retail Management Suite
- Download iVend Retail
- eLearning
- Sales Resource Center
- Request a Demo
- Subscribe to Knowledge Digest

Our Clients

HENRI LLOYD asics vibros liveinicare havaianas SHARKS

NEW PRODUCT RELEASE  
iVend Retail 6.5 Update 6  
Download Now

iVend Extensibility  
Updated Content with sample projects for iVend Retail 6.5 UPDATE 4  
Access Here

Product Release  
Introducing iVend Hospitality  
Learn More

July, 2018 Trainings  
• Ordering process for iVend store  
• Secrets of the CitiXsys Knowledge Portal  
Learn More

<https://knowledge.citixsys.com/>

# Sales Resource Center

*Engage. Learn. Collaborate. A resource center for all your marketing needs:*

## Sales Resources

- Available in English & Spanish
- Sales PPT
- Factsheets
- Brochures
- Industry Vertical Resources
- ERP & Integration Resources

## Co-Branded Collateral

CitiXsys will provide you with an up to date set of co-branded marketing brochures and datasheets.

- Request from: [marketing@citixsys.com](mailto:marketing@citixsys.com)
- Include: Email Vector / EPS Logo & Contact

The screenshot displays the CitiXsys Knowledge Portal interface. At the top, the logo 'CITI X SYS Knowledge Portal' is visible alongside a search bar. A navigation menu includes links for Home, Knowledge Base, eLearning, Forums, Document Store, Downloads, Community, Certification, Support, Partner Kit, Reports, and Extensibility. The main content area is titled 'English Document' and features a 'Sales Presentations' dropdown menu with a list of items such as 'iVend Retail Presentation - Customer Facing', 'iVend Retail - Deployment Landscape', and various integration guides. Below this, there is a 'Partner Content' section with links to 'Datasheets', 'ERP Integration Factsheets', and 'iVend Retail & Vertical Factsheets'. Overlaid on the right side of the screenshot are two co-branded collateral documents: a brochure titled 'iVend Retail - An integrated omnichannel solution' and a 'iVend POS' datasheet, both featuring the iVend Retail and MTC logos.

<https://knowledge.citixsys.com/resource-center>

# Building a Foundation for Marketing

The following elements are required prior to beginning any co-marketing campaigns:

## Website Presence

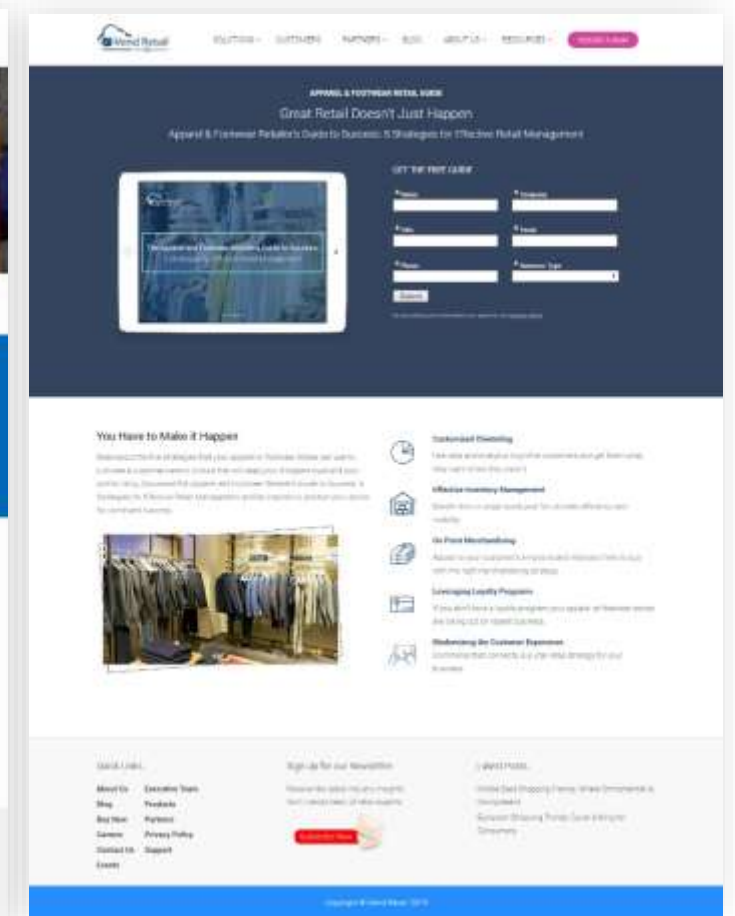
*CitiXsys will provide content for you to represent iVend Retail on your website:*

- Webpage Content
- Dedicated Microsite
- Graphics & Images

## Landing Pages

*CitiXsys will provide partners with professionally designed landing pages associated with industry resources:*

- Access: <https://knowledge.citixsys.com>
- All hosted assets must be behind a form



# Packaged Marketing Campaigns



CitiXsys conducts extensive market research across regions to unveil the latest retail trends.

We make our content available to partners as complete packaged campaigns to leverage in their own inbound channels.

Packages include:

- eBooks and white papers
- Blogs
- social media posts
- email conversion campaigns
- landing pages
- Infographics
- Press release templates



# Market Research Reports

CitiXsys conducts extensive market research across regions to unveil the latest retail trends.

## Research Reports

2019 Global Shopper Trends Report

[Report](#)

2018 Global Path to Purchase

[Report](#)

[Infographic](#)

Europe and North America - A Study in Omnichannel Contrasts

[Report](#)

*The research points towards Omnichannel Retail and Customer Experience as top retail trends!*



# iVend Retail 2019 Global Shopper Trends Report

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Available for free download on  
[www.iVend.com](http://www.iVend.com)



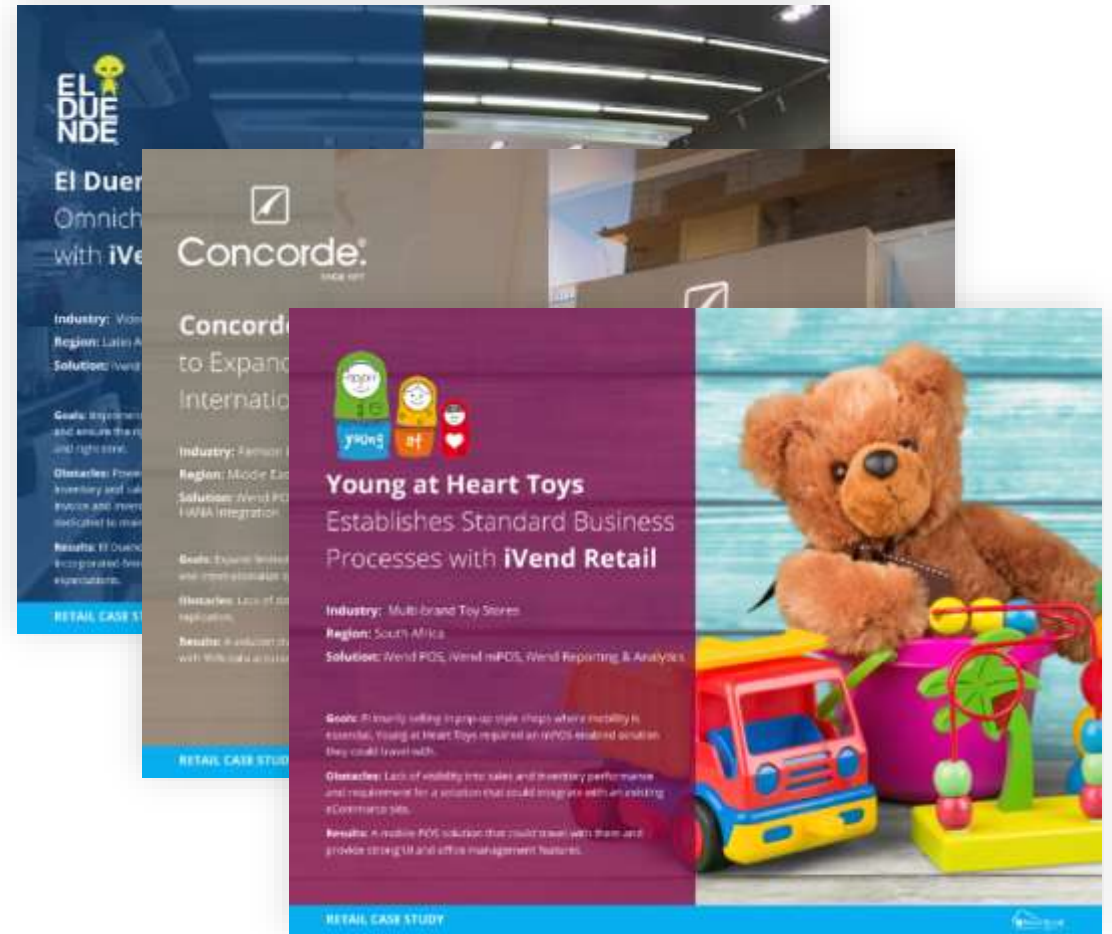
# Customer Case Studies

## Why a Case Study?

- Serves as a powerful proof point during the sales process
- Proves Implementation Partner credibility and experience with the solution
- \$1,000 USD Sales Credit to Partner eStore Account for each case study

## How to execute on Customer References?

- Gather testimonial at time of signing for PR announcement, if applicable
- 1-3 months after implementation ask customer for a case study
- Work with CitiXsys Marketing to produce a visually rich case study
- Once approved leverage in marketing and media activities



# Marketing Campaigns

# Lead Generations

How do you drive leads today?

Do you have a database?

Do you have Inside Sales or Sales Development Reps?

What campaigns are you enabled to run today?

Do you have all of your core marketing materials?

What resources and personnel do you have to facilitate campaigns?

What events do you participate in or would you like to?

# Building A Successful Marketing Campaign

Every co-marketing campaign is made to achieve one of the following:



## Brand Awareness

### *Key Tactics:*

- Website & Optimization
- SEO
- Ad Retargetting
- Industry Trade Shows



## Demand Generation

### *Key Tactics:*

- Multi-touch Campaigns
- Emails
- LinkedIn Outreach
- Telemarketing
- Webinars
- Seminars

## Important Messaging to Partners

- iVend Retail incorporates technology innovations to make profitable retailers and happy customers.
- iVend Retail Management Suite is an ERP agnostic application with inbuilt integrations to SAP, Microsoft, Sage Applications AND is "integration ready" with other ERPs through APIs.

# Marketing to Revenue Targets

REVENUE TARGET

\$500,000

MARKETING EXPECTED CONTRIBUTION

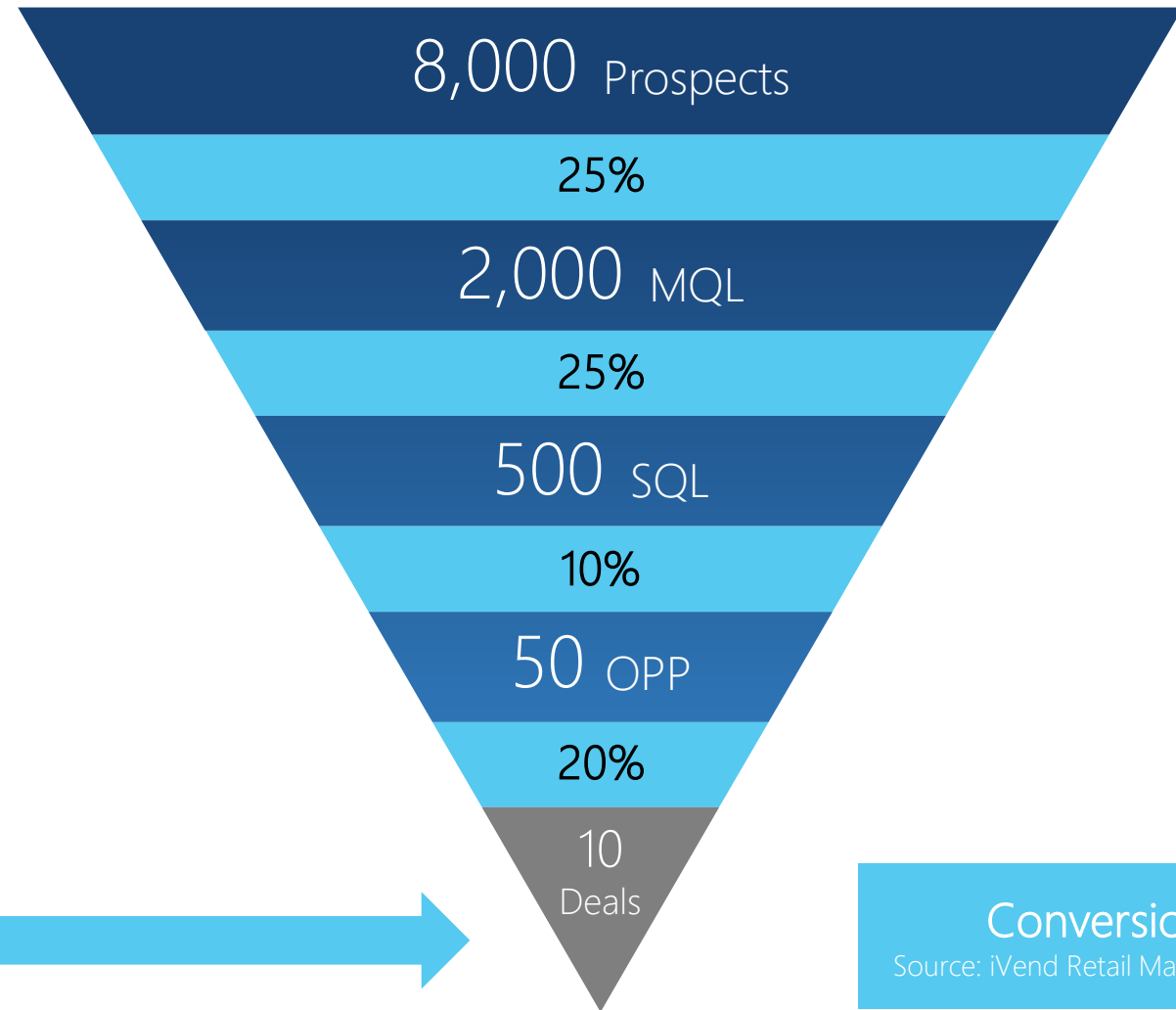
\$250,000 50%

AVERAGE DEAL SIZE

\$25,000

DEALS NEEDED

10



Conversion Rates

Source: iVend Retail Marketing Data 2017-18

# Database Acquisition

Every business should be actively involved in building a marketing database. In our experience having a central marketing database represents a huge advantage to businesses of any size and any sector, making it easier to access data, manage your contacts and plan your business development strategy.

CitiXsys has relationships with trusted list and data providers in various regions around the world. If you are interested in augmenting your database of retail and hospitality businesses, our marketing team can make an introduction to a local provider for you to acquire data.

- Procure a database
  - ✓ Direct contact list
  - ✓ Pay per click leads
  - ✓ Organic growth
- Conduct email marketing
- Telemarketing outreach
- Segment for future targeted campaigns
- Grow over time with downloadable content and forms





# Third Party Campaigns (Pay Per Lead)

CitiXsys works with leading providers of marketing solutions and demand generation to provide our global channel partner network with access to signature digital marketing packages at pre-negotiated rates.



## Sample Marketing Package - \$5,5000 USD

- Content Demand Generation
  - 100 MQL
- Complimentary Database Matching
  - 500 Database Names
    - › Retail and Hospitality
    - › C-Level (CEO, CIO, CTO, CMO, Owner, President, Store Operations Director, IT Director)
    - › Stores with 10+ Locations or 10+ POS



## Sample Marketing Package \$10,000 USD

- Full Service Telemarketing to Qualification
  - 30 Total Profiled Leads
  - 15 BANT Qualified SQL A Leads
  - 15 MQL B/C Leads
- Included
  - Lead Sheets for All SQL A Leads
  - Closed Loop Feedback
  - Dedicated Tele-partner Account Manager
  - MRP End User Data
  - Go To Marketing 7-10 Days

# Pay Per Click



**Be a retail success story**

Learn from real-world examples how technology can make your business more profitable.


**Download Free eBook**



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**Ready to leap into omnichannel?**  
First learn what your shoppers want.

**DOWNLOAD REPORT**



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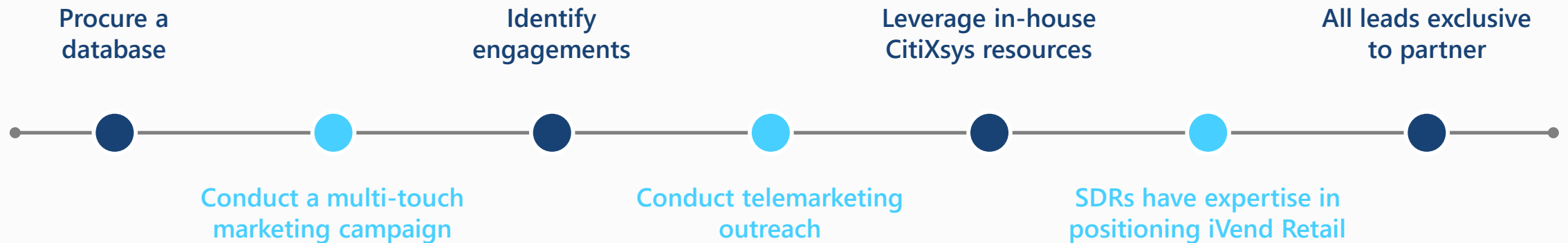
# Marketing Campaign Execution

WK 1	WK 2	WK 3	WK 4	WK 5	WK 6	WK 7	WK 8	WK 9	WK 10	WK 11	WK 12
<b>Wave 1</b> <ul style="list-style-type: none"> <li>• Introduction Position iVend as leading Omnichannel retail solution &amp; preferred implementation partner</li> </ul>			<b>Wave 2</b> <ul style="list-style-type: none"> <li>• Content Based Marketing eBook, research reports, infographics, etc.</li> </ul>			<b>Wave 3</b> <ul style="list-style-type: none"> <li>• Customer Reference Highlight latest success in retail environment</li> </ul>			<b>Wave 4</b> <ul style="list-style-type: none"> <li>• ERP Integration Outline benefits of integration iVend Retail &amp; ERP</li> </ul>		
<ul style="list-style-type: none"> <li>• Lead Capture Landing Page</li> <li>• Send 3 Emails</li> <li>• Social Media Posts</li> </ul> <ul style="list-style-type: none"> <li>• Telecalling                             <ul style="list-style-type: none"> <li>– Engaged Prospects</li> </ul> </li> </ul>			<ul style="list-style-type: none"> <li>• Lead Capture Landing Page</li> <li>• Send 3 Emails</li> <li>• Social Media Posts</li> </ul> <ul style="list-style-type: none"> <li>• Telecalling                             <ul style="list-style-type: none"> <li>– Engaged Prospects</li> </ul> </li> </ul>			<ul style="list-style-type: none"> <li>• Lead Capture Landing Page</li> <li>• Send 3 Emails</li> <li>• Social Media Posts</li> </ul> <ul style="list-style-type: none"> <li>• Webinar</li> <li>• Telecalling                             <ul style="list-style-type: none"> <li>– Engaged Prospects</li> </ul> </li> </ul>			<ul style="list-style-type: none"> <li>• Lead Capture Landing Page</li> <li>• Send 3 Emails</li> <li>• Social Media Posts</li> </ul> <ul style="list-style-type: none"> <li>• Webinar</li> <li>• Telecalling                             <ul style="list-style-type: none"> <li>– Engaged Prospects</li> </ul> </li> </ul>		
CTA (Call to Action) Download Brochure			CTA (Call to Action) Download Report			CTA (Call to Action) Download Case Study			CTA (Call to Action) Download Integration Sheet		

COMMON LANDING PAGE TO CAPTURE LEADS AND TRACK ENGAGEMENT

# Inside Sales & Telemarketing

CitiXsys has in-house Sales Demand Representatives (SDR) with knowledge of selling iVend Retail into the marketplace. We make our SDRS available to our global channel partners to provide outreach and nurture touchpoints to your earned contact lists as part of comprehensive, planned campaigns.



# Event Policy

We are happy to empower partner presence at events and trade shows in the following manner:

## Event Deliverables

*Featuring iVend Retail (Ex. Lunch n' Learn Seminar)*

- Up to \$5000 USD credit for approved expenses
- iVend Retail Roll Up Banner
- iVend Retail Co-branded Collateral
- PPT & Demo Preparation
- Event Promotion
- All registration and attendee data must be shared with Citixsys

## Partner Requirements

*To become eligible for event funding, partners must:*

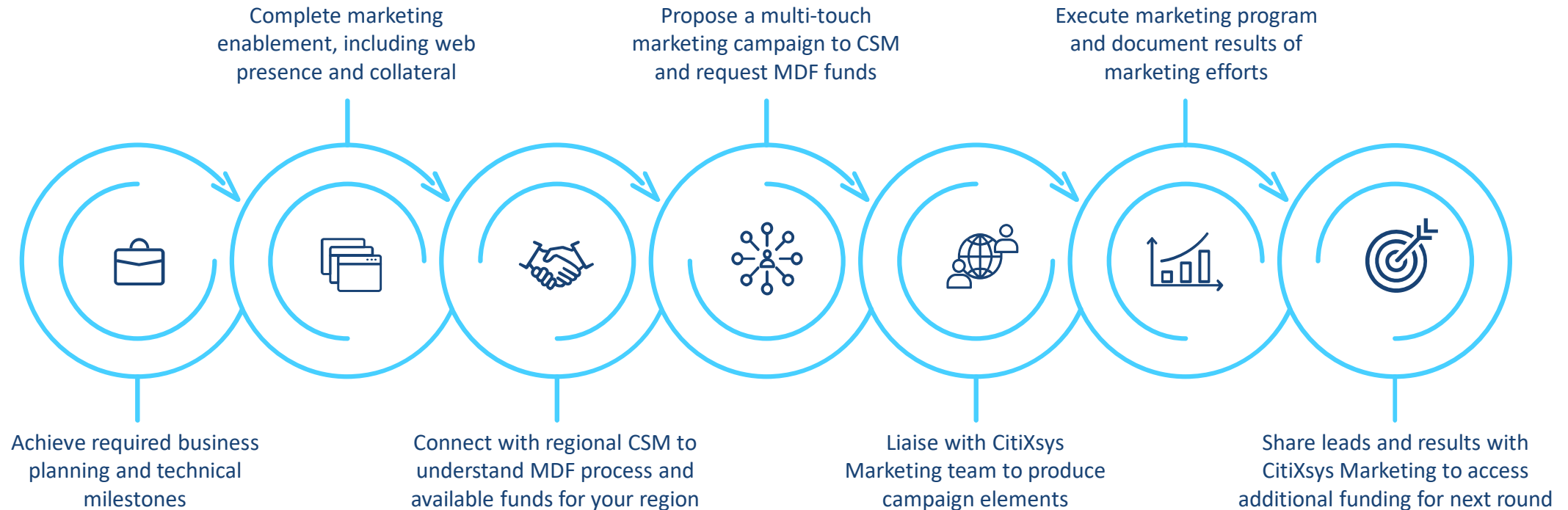
- Hold 1x1 Marketing Meeting
- Define Annual Marketing Plan (1Activity/Quarter)
- Represent iVend Retail on Website
- Action Co-branded Collateral
- All registration and attendee data must be shared with Citixsys

## Important Messaging to Partners

- CSM and regional staff event attendance determined on a case by case basis.
- Only eligible for 1 event support (either Partner Event or Industry Trade Show) per quarter.
- Regional Sales team to make determinations on iVend Retail event sponsorship.

# Marketing Funding

We help you drive demand for iVend Retail with discretionary marketing funds. Partners who create marketing budgets and plans may request MDF or co-op (accrued) funds from their local Channel Sales Manager. Regional CSM can approve or reject funding requests based on a partners standing and expected business revenue.

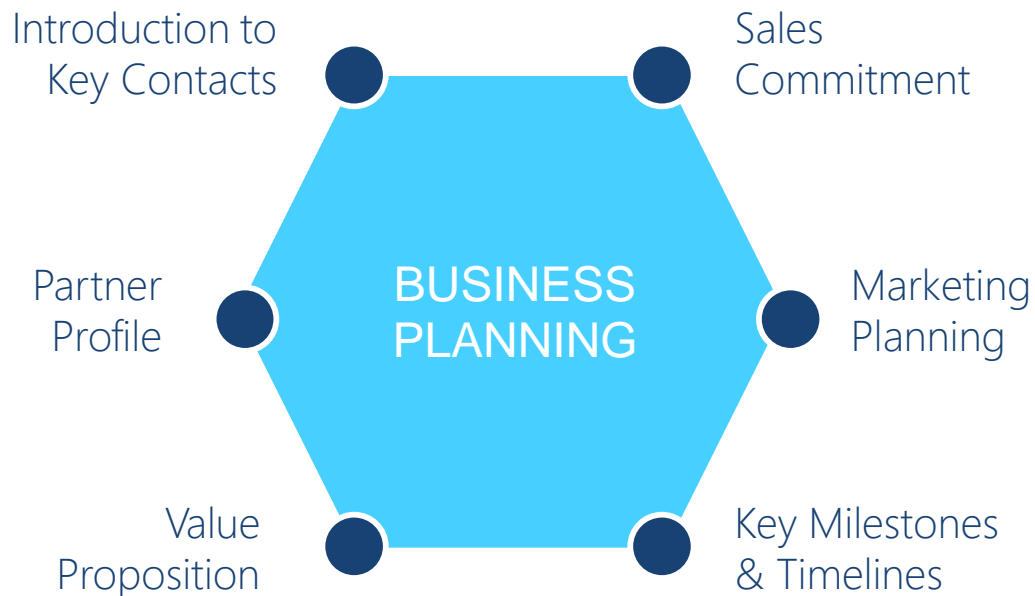


# Marketing Planning

# Business Planning

## Making a Commitment to Marketing

We work with you to define business goals, objectives and tactics, so we can help work toward your success.



### Key Milestones and Timelines

As you execute against your plan, you will want to track your success in attaining your commitments. Based on your company goals, strategies, and commitments.

Milestones	Date	Owner	Status/Notes
Co-sign iVend Retail Partner Contract			
Setup iVend Retail & eStore Logins			
Setup Rhythm of Business			
<ul style="list-style-type: none"><li>Determine demand structure</li><li>Weekly/Fortnightly pipeline reviews</li><li>Quarterly business reviews</li><li>Quarterly Marketing plan reviews</li></ul>			
Partner Communications			
<ul style="list-style-type: none"><li>Advise iVend Retail on website</li><li>Co-brand marketing assets</li></ul>			
Complete Sales Enablement Training			
Introduce Partner to Sales, Marketing, Consulting Teams			
Complete Business Plan/Solution Profile			
Complete iVend Retail Knowledge Portal eLearning			
Complete Marketing Plan			
Complete Product Certifications			
<ul style="list-style-type: none"><li>Sales</li><li>Pre-sales</li><li>Consulting</li><li>Development</li><li>Support</li><li>Business / marketing connections</li></ul>			
Business / Marketing Connections			
Execute 1st Marketing Campaign			
Win 1st Customer			
Win 2nd Customer			
Win 3rd Customer			
Win 4th Customer			
Achieve 10 More Customer Adds			



# 1:1 Meeting

## Assessing Partner Marketing Readiness

What do your marketing resources look like today?

Who is responsible for marketing?

Do you have budget assigned to iVend Retail?

What campaigns are you planning to run?

What do you need to run your campaigns?

What events do you plan to participate in?

# Sample Marketing Plan

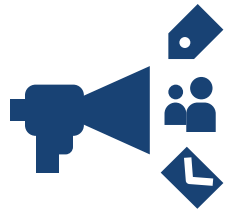
## Channel Partner Marketing Plan - [SAMPLE]

	Target Audience	Campaign Type	Dates	Strategy	Tactics	Prospects	MQL	SQL	OPP	*Required Investment
<b>CORE MARKETING ACTIVITIES</b>	Existing Customers & Net New Prospects	Brand Awareness & Positioning	Q1 (Month 1, 2)	1. Website 2. Datasheets & Sales Collateral 3. Database Acquisition	iVend Webpage Retail Landing Page Co-branded Collateral, Purchase Retail DB	0	0	0	0	Database (\$1 / Contact)
<b>CHANNEL PARTNERSHIP ANNOUCEMENT</b>	Existing Customers, Net New Prospects, Media and Analysts	Brand Awareness & Positioning	Q1 (Month 3)	Partnership PR	Press Release Social Media Announcement	300	180	45	5	PR WEB (\$500 USD)
<b>DRIP EMAIL CAMPAIGN</b>	Existing Customers & Net New Prospects	Lead Generation	Q2 (2-4 Weeks)	3 Series "Maturing" Email Drip	Email 1: Industry, Asset Offer (eBook) Email 2: Address Pain Points & Introduce iVend Email 3: Schedule Demo / Business Health Check	2,000	1200	300	30	DB (as above) + Email Automation Service
<b>MULTI-TOUCH CAMPAIGN</b>	Net New Prospects	Outbound Marketing	Q3 (6-8 Weeks)	Telemarketing > Discovery Call	CROSS CHANNEL ENGAGEMENT Email Introduction Calling Campaign LinkedIn Sales Navigator / InMails Display Banner Ads Email Follow Up	1,000	600	150	15	Inside Sales: DB (as above) + Telemcalling Agent / SDR + LinkedIn Sales Nav, InMail  External Agency: \$6 - 10K
<b>CASE STUDY CAMPAIGN</b>	Nurture, Qualified Prospects	Inbound Marketing	Q4 (4-6 Weeks)	Case Study, Promotion, Webinar	Produce Customer Success Story Promote via Email & Thirdy Party Media Host Customer Spotlight Webinar	500	300	75	8	DB (as above) + Email Automation Service + Webinar Hosting Software + Customer Thank You Gifts

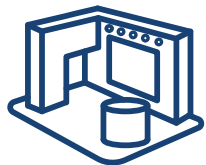
# Help Us Amplify The Message!



[communications@citixsys.com](mailto:communications@citixsys.com)



Packaged Campaigns



Our events



# THANK YOU!



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Company	CitiXsys - iVend Retail