

# vmware® PARTNER EDGE CONCIERGE

## Marketing-as-a-Service Program to Help You Drive Pipeline

### Program Benefits



Provides a co-marketing campaign at no cost to you



Combines robust VMware marketing content and assets with strategic agency expertise



Drives pipeline with pre-designed, best-practice campaign options



Streamlines list procurement, vendor management and execution process



Gives you the ability to run multiple marketing campaigns throughout the year



Frees time to close more deals

### Concierge Provides

List Services and Vendor Management



Comprehensive Campaign Execution



Lead-Pass and Reporting



### Program Process

1. Meet with your Distributor to set strategy - your Distributor will engage the Concierge.
2. Select one of the two focus areas and a campaign option within your Development Funds eligibility level.
3. Complete the Concierge campaign intake form and discuss list criteria with your Distributor.
4. Select Lauchlan as your Concierge agency (full access) in VMware Partner Demand Center, and ensure your profile information is up to date.
5. Upload your logo and any contact lists you wish to include in your campaign to your secure Partner Demand Center account.
6. The Concierge will meet with you to review campaign details, workflow, and timeline, and will then begin execution.
7. Review and approve campaign components created by the Concierge as received, within 2 business days, in order to stay on the timeline.
8. Report your campaign results to your dedicated Distributor upon campaign completion, and any updates for the 3 following months.

# VMWARE PARTNER EDGE CONCIERGE PROGRAM

## First Choose A Focus Area, Then Choose a Campaign

### Transform Network Security/NSX



### vSAN



## \$5k Campaign Options

### Digital + Database

Provides opt-in contact database and leads from web, social and email digital activities

#### Campaign Components

- Contact database purchase for email
- Multi-touch email campaign promoting focus area
- Web content syndication and social syndication
- Telemarketing outreach to contacts who complete call to action

#### Deliverables

- 2,851 contact list database
- Marketing-qualified leads from email response
- Direct leads from web and social content syndication

### Webinar

Provides comprehensive webinar recording and promotion to generate marketing leads

#### Campaign Components

- Webinar management services
- Invitation email sent to partner contact list and purchased list
- Multi-touch email nurture to webinar attendees

#### Deliverables

- 1,276 contact list database
- Webinar recording for on-demand promotion/in further marketing
- List of webinar attendees for future qualification and nurture

Get Started Today! Contact your distributor for details or email [partnerconciierge@vmware.com](mailto:partnerconciierge@vmware.com).

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## First Choose A Focus Area, Then Choose a Campaign

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## \$10k Campaign Options

### List Builder

Provides opt-in marketing prospects to build a qualified database for further nurture and marketing outreach

#### Campaign Components

- “Always-on” website and social syndication
- Content syndication program with gated asset downloads
- Multi-touch email outreach to prospects promoting selected focus area

#### Deliverables

- 108 opt-in prospects from content syndication
- Prospects from web, email and social syndication

### Appointment Accelerator

Provides established appointments, contact list database and leads from email outreach

#### Campaign Components

- Contact list database purchase for email outreach
- Multi-touch email campaign promoting focus area
- Telemarketing with appointment setting

#### Deliverables

- 1,060 contact list database
- Marketing-qualified leads from email response
- 8 appointments scheduled around partner availability for sales follow-up

#### Requires 2-quarter commitment

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