



Results Achieved by Resellers Using TCC:

- **ROI of 1,600%**
- **\$100,000 in new business with additional \$500,000 in pipeline**
- **Positive response rates increased from about 5% to as much as 30%**

TCC HELPS VARS GO FAR

For value-added resellers (VARs), putting together a marketable solution is the easy part; actually marketing it and driving sales is more difficult and time-consuming. The fact is, resellers typically lack the skills, the staff and the budget to create compelling communications vehicles that keep their name in front of their prospects on a regular basis. And when they get leads, they lack the sophisticated sales structure to be able to pursue them in a timely manner, and follow up over time.

What they really need is a value-added e-communications program that does the hard stuff – communicating regularly and identifying hot leads – for them and enables them to get the meetings and deliver the demos that drive sales. What they really need is IMN's Total Channel Communications (TCC) program.

TCC is an Internet-based service that makes it easy for vendors to offer high-quality, co-branded e-newsletters to resellers, who then can add localized content and use IMN's powerful analytics to track reader responses and uncover strong leads in real time. In fact, using TCC, one ERP reseller realized ROI of 1,600%.

“It takes me just a few hours to put out a newsletter from start to finish,” says this reseller's marketing manager. “Now I have the time I need to track results more effectively, and concentrate on my other priorities.” Within one day of each newsletter's release, IMN sends a detailed analytics report. This marketing manager forwards it on to the sales team, which uses it as their call list for the day – one filled with names who have revealed themselves to be strong leads by clicking to read certain articles and/or requesting a demo.

Extraordinary results – fast

Another reseller of business management applications also achieved remarkable returns by using TCC. Within the first six months, TCC was responsible for driving \$100,000 in new business, and added an estimated \$500,000 to its sales pipeline. Not only does it deliver hot leads, it also warms up cold ones. “We recently heard from someone we originally talked to two years ago,” says this reseller's president. “She didn't think she could afford it at the time and we never followed up with her. But after the second e-newsletter she received, she contacted us. We're about to close a \$100,000 deal with her – thanks to IMN.”

“TCC has helped us to drive sales and it’s just about the most effective marketing program we’ve ever run. I would recommend it to anyone – except a competitor!”

One of the biggest headaches any company – small or large – has to face is managing a mailing list. With TCC, IMN takes over that critical yet time-consuming task. Before a mailing is set to deliver, IMN contacts the company to get its mailing list. IMN loads the addresses into its system and when the e-newsletter is ready, sends it out. Any bad email addresses come back to IMN, where they are corrected or deleted.

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Easy to use – easy to succeed

Then there is the case of the reseller that helps companies to implement lean product development initiatives. This company already had its own newsletter. Unfortunately, according to the company’s marketing and sales manager, “The only tracking we could do was to get the percentage of recipients who opened it, which alone was pretty useless. Furthermore, it was so time-intensive that we had only one newsletter for both customers and prospects, which took someone a couple of days to create.”

Then the company decided to replace its current efforts with TCC. In just a couple of months, TCC increased the reseller’s positive response rates from about 5% to as much as 30%. And it’s so easy to use that the company now can create two newsletters each month – one designed for existing customers and one targeting prospects – in just a few hours.

“TCC has been a great program for us – probably the best marketing program we’ve ever had,” says the manager. “By identifying which customers are reading which articles, IMN’s program essentially does the cold calling for us. When we contact our leads, we already know a lot about them. I’d hate to have to go back to the old way of doing things.”

With TCC, there’s only one way to do sales and marketing: the fast, efficient, cost-effective, and successful way.