Channel Partner Program

Marketing Campaign Guide

We understand that our valued partners have varying levels of marketing support teams and tools. It's with that understanding that we have put together this campaign guide, which provides tips and tricks for running your own programs and maximizing lead generation.

Please send any campaign questions to mhamididdin@threatconnect.com

The "Must Haves"

For a basic yet effective marketing campaign we recommend the following:

- landing page
- Email distribution to prospects
- Social media promotion

The most effective landing pages are customized to your domain and provide tracking via marketing automation (Hubspot, etc.). If you do not have these tools at your disposal, ThreatConnect will happily create a landing page for you to support any of our joint campaigns.

Templates

- Our campaign templates include all of the must-have materials and is provided by the ThreatConnect CAM and Marketing Specialist.
- Be sure to read the the "Getting Started" document for further instructions on each campaign

Timing & Executions

When ThreatConnect provides content for a campaign that we lead, we will provide the timing, dates, content, and other guidelines.

When we provide content for you to run your own campaign at a time that works best for your team, we suggest you apply the guidlilnes below in terms of campaign execution:

- Use content from the ThreatConnect landing page and email template for length and tone
- Refer to Partner Brand Guidlines (https://bit.ly/2UaJnXa)