

If you're anything like us, you like to work with people who are invested in your business, easy to work with and most of all - **CAN GET THINGS DONE.**

A company who can supply a variety of skills and a team of highly experienced talent willing to jump in with fresh energy to quickly move things forward. These are the characteristics and shared philosophy of the EXTRA MILE MARKETING TEAM.

## HOW WE'RE DIFFERENT

Developing successful sales and marketing programs for direct and indirect sales channels requires an in-depth knowledge and level of expertise that comes from years of experience. Extra Mile Marketing has built its practice specifically around channel marketing. We've worked with over 5,000 channel partners. We've seen what works and what doesn't, which allows you to tap into proven best practices.



[WWW.EXTRAMILEMARKETING.COM](http://WWW.EXTRAMILEMARKETING.COM)  
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# SERVICES

**EXTRA MILE MARKETING** provides complete marketing services to companies that rely on direct and indirect channels for their sales. We help companies maximize their sales and marketing return on investment in industries such as software, hardware, telecommunications, financial services, retail, and automotive. Our services improve the recruitment, engagement, and retention of channel partners.

We've learned a lot about partner channels over the years and we're happy to share our insight. We've consulted with over 5,000 channel partners, and we've trained hundreds of companies on new ways to grow their business. Our strategy, consulting, execution and training connects enterprise companies with their channel partners through supporting programs.

## STRATEGY

We provide strategic guidance to help internal teams define their marketing objectives, and assist in developing programs that will meet those objectives.

- Integrated marketing plans
- Competitive insight and positioning
- Vertical strategy & development
- Partner alliance management
- Breadth campaign development
- Small business campaign development
- Annual communications plans
- Channel program development
- Market research
- Relationship marketing
- Multi-year project execution strategy
- Strategic planning/brainstorm sessions
- Event planning

## CONSULTING

We provide marketing consulting directly to your channel partners, through funding initiatives (such as market development funds or MDF), to ensure your MDF is well spent.

- Marketing funding reviews
- Business plan reviews
- Promotion set up/structure
- Marketing service execution for channel partners
- 4 – 10 hour consultations with channel partners
- Deep dive research
- Distinction in marketing awards programs

## EXECUTION

We provide full service execution of the elements in your marketing plans, including collateral pieces, websites, events and full ad campaigns.

- Integrated campaigns
- Websites/web materials
- Promotions
- Newsletters
- Video production
- Conferences and events
- Employee/field communications
- Interactive campaigns
- Case studies
- Collateral
- Digital and social marketing
- Loyalty programs
- Sales presentations

## TRAINING

We produce live and web training courses customized to help sales, marketing and product teams understand marketing fundamentals, and industry best practices.

- Live training courses – employee and partner
- How-to guides
- Web/teleconference training
- Marketing templates



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