



## 2019 Partner Outreach Program New from Convey

The Sales Partner Outreach Program helps vendors partner with their master agents for continuous promotion through the year using the resources of the Convey master agent partner portal and Conduct™ email marketing services.

### Showcased on the Home Page

The home page highlights the featured vendor, engages their interest and redirects them to the content catalog, featured posts, webinar registrations and Conduct™ campaigns.

### Program Benefits

- More bang for your MDF budget
- Deeper partnership with master agents
- Continuous partner promotion year-round
- Direct partner interactions
- Email campaigns take your message directly to the customer
- Convey supports you on marketing deliverables
- Better ROI

### Nurture agent interaction with email touches.

The portal outreaches to partners through its weekly newsletter and custom messages designed to highlight your important events, new products & special promotions.

### Educational webinars inspire partners to action.

Convey designs educational webinars to highlight you and your services to engage partners by offering them sales techniques, market intelligence and strategies to work with their customers and prospects.

### Provider is highlighted in the partner dashboard.

The featured provider will be highlighted each time a partner logs into their master agent portal with a tile containing links to featured content.

### Conduct™ email campaigns deliver prospects & customers.

Partners launch email campaigns created for them to drive inbound demand for provider services. Campaigns come complete with 4 outbound emails and a sign-up page, appear in each partner's dashboard with partners encouraged to run them.

### Analyze the ROI for marketing development funds.

Analytics show traffic to the catalog and posts, the effectiveness of email delivery, and email marketing campaign results.

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