

OVERVIEW

Specializing in Innovative Joint Marketing Activities

channelBOOST provides technology manufacturers and their reseller partners with an innovative approach to developing and executing effective joint marketing activities. Some organizations select **channelBOOST** for hand-in-hand collaboration with in-house marketing teams; others choose us to blaze a completely new trail. Either way, our award-winning pieces and generated responses strengthen these relationships, increase referrals and ongoing campaigns and present an exciting new vista for high-tech communications.

We know that successful business messaging requires a personal touch; purposes, hurdles and goals vary from client to client. That's why we pride ourselves on bridging the gap between where you are...and where you want to be.

Using multiple methods of communication to pique interest, **channelBOOST** consistently exceeds targeted outcomes. Our clients, including technology partners representing Sun Microsystems, Sage Software and Symantec, keep coming back for more.

Capabilities and Services:

- Themed, eye-catching mailers proven to generate interest
- Complete messaging, copywriting, fulfillment, materials acquisition and mailing
- Engaging HTML email creation
- Inviting landing page design, hosting and reporting
- List scrubbing and follow-up telemarketing

Are your communications falling flat? Let **channelBOOST** help you push the boundaries of traditional communications and deliver top-notch marketing options to strengthen your brand, engage your targeted prospects and help drive sales opportunities.

BOOST
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