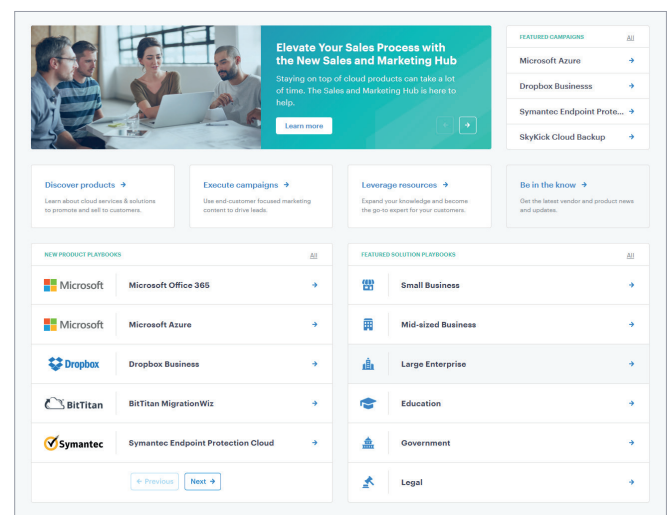# Go-to-Market Hub

Your one-stop shop for enablement and marketing tools

The Go-to-Market Hub, available at no-cost to Ingram Micro Cloud Marketplace reseller partners, accelerates demand and revenue generation by providing a comprehensive set of sales enablement resources to educate and enable your salespeople on new cloud products and services while providing pre-built campaign templates and valuable marketing tools to your firm's marketers.

It is a single destination, fully-digitised resource where resellers can discover and learn about vendor products, create and execute marketing campaigns, and access customisable sales enablement resource and industry insights so you can be the go-to cloud experts for your customers.

The Go-to-Market Hub delivers:

• Convenient access within Cloud Marketplace
• Standardised sales enablement and education
• Customisable sales collateral
• Full digital marketing automation tools
• Extensive reporting and analytics

Advance Your Cloud Strategy

The new Go-to-Market Hub will advance your business strategy to reach Cloud Awesomeness through business development insights, valuable market information, ready-to-use Go-to-Market collateral, and insightful reporting. Leverage the Hub to build a more profitable business by providing the cloud services and solutions your customers want and need, delivered with authority, confidence, and backed by industry best practices.

"There is only so much a person can learn about a certain cloud provider. But we need multi-cloud skills. We can't just specialise in one cloud provider, as we might become biased and miss security gaps or other opportunities elsewhere."

David Warburton, Senior Systems Engineer, F5 Networks

Features and Benefits for Marketers
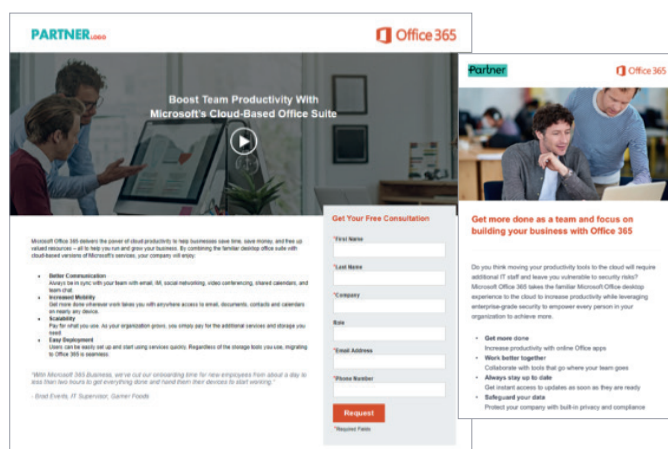
Market Cloud Solutions

- Execute turnkey campaigns to promote your company and relevant products

- Take advantage of the lead management system to streamline demand generation

- Adapt emails, landing pages and ad banners to fit your brand

- Easily generate marketing assets without the need of in-house marketing expertise

- Sync your social media accounts to amplify your social presence

- Provide consistent messaging with standardised and easily digestible product content

Manage the Lead Stream

- View and manage your lead opportunities

- Set and change stages from leads to opportunities

- Manually upload and create leads

Optimise Campaign Efforts

- Understand and improve campaign performance via self-serve reports

- Access user reports to understand internal adoption

- Conduct A/B testing to refine messaging and creative

- Quantify the impact of your social activities and presence

## Features and Benefits for Sales Teams

Discover New Cloud Products

- Fully integrated with Cloud Marketplace for seamless navigation

- Find and learn about new products showcased daily

- Leverage innovative tools to discover new products to sell and cross-sell

- Browse the catalogue to search for new products and solutions

- Determine best products to offer to new and existing customers with unique sales tools

Learn About the Audience and the Value Proposition

- Standardised playbooks for products, industries and business size

- Library of white papers, research, articles for basics and advanced topics

- Calendar of events including upcoming 'and archived webinars

- Frequent product updates on new releases from vendors

Present Professional Sales Assets

- Standardised enablement to present solutions and products

- Share customisable sales sheets with product overviews with your customers

- Leverage content syndication to build digital product footprint on your own website

Create and execute digital marketing campaigns using the marketing automation toolkit
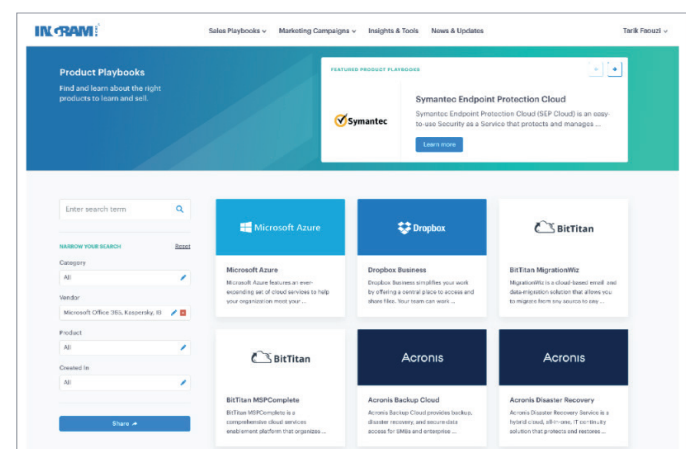
Learn about products and solutions through comprehensive playbooks