

Partner Concierge Services

Powerful pieces for sales development

Harness the strength of our marketing team and our suite of services

Concierge Services from Kodak Alaris bring streamlined efficiency, effectiveness, and impact to your sales and marketing efforts. Get started with us now and see how putting all the pieces together delivers big benefits!

Pieces to the marketing puzzle that we can help you put together, including these and more ...

Business Development Funds

- Assistance with trade shows, creation of advertising and marketing materials, online content creation, infographics, white papers and other valuable communication
- We're happy to work with you and help your business grow – tell us how

Campaign and Nurture Program Support

Easily leverage our comprehensive marketing campaigns. Companies that excel at lead nurturing generate 50% more sales ready leads at 33% lower cost, per Forrester Research. With our Campaign and Nurture Support, we take care of the strategy, messaging, creative, nurturing and tracking – you reap the benefits.

- Simply send developed emails and/or post banners on your website to entice your prospects into the campaign
- We'll track and nurture them until they're ready to speak with you, and then send them back to you
- We manage the campaign. You own the leads.

[Contact Dana Jones to learn more.](#)



Social on Demand

Organizations with a coordinated social media strategy drive 30% more inquiries, according to Sirius Decisions. Social media is too powerful to ignore, too meaningful to execute haphazardly. But it requires time, knowledge, and great content.

With Social on Demand from Kodak Alaris, we elevate your social media for you.

- Get continuous fresh, meaningful, targeted content for **Facebook, Twitter, LinkedIn** and other platforms
- Personalize content as your own for those who like/follow you
- Choose exactly the posts you want to use
- Influence prospects and customers, increase interactions, and become a thought leader and trusted advisor
- Generate and capture leads from your published content

[Sign up now!](#)

Website Syndication with WebCollage

Websites continue to be the primary tool that professional buyers use to evaluate B2B vendor products and services. Keeping your site up to date can be challenging with products constantly changing. WebCollage takes the hassle out of this process by seamlessly integrating sales and marketing content from Kodak Alaris into your website.

- Adds information about Kodak Alaris products, education, and collateral automatically
- Aids your visitors in researching and making purchase decisions directly from you
- One-time code added to your site is all you need
- We maintain the information - you keep the web traffic
- You never have to update your Kodak Alaris pages again!

[Sign up now!](#)

Online and Downloadable Content

- White papers, case studies, competitive intelligence, industry statistics, infographics, videos, and images that you can leverage across multiple platforms
- Find all of these and more on [AlarisOneClick.com](#) as well as our website

Testimonials and Case Studies

- Have a great customer story to share? We can do the legwork and write it for you
- Ask us about video testimonials, ideal for your site, posts, and **YouTube**
- A great way to tell your success stories and enhance your online search results

Marketing and Lists

- We can create electronic invitations to your events and webinars to increase attendance and visibility
- Targeted e-mail lists can also be compiled and provided for your online marketing efforts



Still have missing pieces?

If you are looking for additional marketing support, get in touch. We're happy to brainstorm and do all that we can to take your marketing, sales, and profitability further!

**Contact our Channel
Marketing Manager
Dana Jones to get started.**

Want to learn more?

Call: 1-800-944-6171

www.kodakalaris.com/b2b

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Kodak alaris
Information Management



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