

Partner Marketing for Cybersecurity Providers

Attract high-achieving channel partners and amplify their marketing strengths. With AimPoint Group, our cybersecurity-knowledgeable marketing consultants can help you develop targeted marketing programs, messaging strategies, and content that articulate your value and help partners unlock new markets and opportunities.

CAPTIVATE & CULTIVATE CHANNEL PARTNERS

Whether you are launching a partner program or aspiring to enhance your portfolio of partners, we have you covered. We'll work with you to strike the ideal balance between recruiting and onboarding new partners and equipping them to achieve their goals—and yours.

- Channel Program Strategy & Launch
- Digital Presence Audit, Recommendations & To-Partner Marketing Plans
- Message Development & Campaign Planning
- Partner Page & Portal Content Development

GIVE YOUR PARTNERS A STRONG START

Ensure your new allies have everything they need to integrate, promote, and sell your products and services. AimPoint Group can help you develop materials that fast-track customer engagements and fill the pipeline quickly.

- Sales Playbooks
- Sales Enablement & Training

CLEARLY DEFINE JOINT VALUE

Adding your partner's logo to assets is an easy way to create channel-distributed content. But it isn't strategic and won't reflect how the partnership is better than the sum of its parts. We'll help you bring your joint messaging to market to drive co-sales.

- Content Audit & Recommendations
- Content Creation & Design
- Campaign-in-a-Box Development & Execution
- Email Campaign Strategy & Creation
- Webinar Strategy & Content Development
- Partner Portal Content

TO- AND THROUGH-PARTNER MARKETING

We'll partner together in whatever way works for you. Whether you need a little help or a lot, AimPoint Group has you covered:

- Individual projects—for tightly scoped, shorter initiatives such as the creation of a white paper to support a campaign.
- Fractional support—for when you need a partial headcount to tackle a long list of marketing tasks over an extended period.
- Customized mixes of support for any project or engagement.

Leverage the power of a proven team and deep bench of talent to ideate and write large amounts of content out of the gate.

ABOUT AIMPOINT GROUP

Headquartered in Maryland, AimPoint Group (APG) provides expert content and fractional marketing support exclusively cybersecurity solution providers. With decades of technology marketing, research, and writing experience, APG is committed to exceeding expectations and creating customer delight.