



Co-Marketing Made Easy

Marketing Packages

Marketing Packages

Digital Advertising

Paid Search Marketing (Google/Microsoft Ads)

Campaign strategy/targeting, ad creative, search platform set-up, ad monitoring, weekly reporting, and includes 2 months of management and \$3750 ad spend.	\$10k
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LinkedIn Advertising

Campaign strategy/targeting, ad creative, LinkedIn platform set-up, ad monitoring, weekly reporting, and includes 2 months of management and \$5500 ad spend.	\$10k
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Lead Generation (Content Syndication + Intent)

Media planning, campaign set-up, lead reporting, follow-up email nurture. Lead quantity determined during planning and is dependent on ICP (ideal customer profile).	\$10k
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Digital Door Opener*

Primary goal is to book initial discovery meetings with interested candidates fitting your ICP. A nominal digital gift card incentive (or donation to your charity of choice) is offered to the prospect in exchange for participating in a discovery session with your sales rep. Outreach strategies, including email, telemarketing, and LinkedIn ads.	\$10k
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Prospect List Build

Prospect list build of up to 500 contacts or companies.	\$850
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* Campaign format typically includes gift cards or promotional products which will be quoted separately.



Marketing Packages

Direct Mail & Gamification

Executive Door Opener (EDO)*

100 Packages; The primary goal of these custom, physical, themed packages is to book initial discovery meetings with interested candidates. Packages include a co-branded teaser gift. A thank you gift is given in exchange for meeting participation. Thank you gift is an additional \$ and will be quoted based on theme selection.

\$15k

Sales Introduction Packages

100 Packages; The primary goal of these custom, physical themed packages is to introduce new products or solutions to the market. Packages include an informational brochure along with a token co-branded gift. Use cases include new product and solution launches, cross-sell, up-sell.

\$15k

Spin to Win Booth Game*

Collect lead data & start new conversations: the game runs on any device on any connection (booth tablet, or booth visitors can spin on their phones by scanning a QR code). Quick and seamless.

\$1,750

* Campaign format typically includes gift cards or promotional products which will be quoted separately.



Executive Door Opener



Sales Introduction Package



Marketing Packages

Content Marketing

White Paper/Ebook Up to 5 subject matter expert interviews; Design (~10–15 pages); Output: ~2000+ words	\$9,900	Video Package (Explainer video + socials) 1 video + 10 accompanying socials	\$7,500
Solution Brief Up to 3 subject matter expert interviews; Design (2–4 pages); Output: ~1000 – 1500 words	\$5,000	Landing Page Design & Hosting Copy, design, & development. Hosted on branded sub-domain.	\$1,800
Case Study Up to 3 subject matter expert interviews; Design (2–4 pages); Output: ~1000 – 1500 words	\$5,000	Infographic Research, copywriting, and design.	\$1,800
Blog Package (Qty 3) 1 subject matter expert interview per blog; Output: ~800 – 1200 words per article	\$5,000	Blog Package (Qty 6) 1 subject matter expert interview per blog; Output: ~800 – 1200 words per article	\$9,000



Solution Brief



Level up to a cybersecurity partner that has your back.

Many SMBs struggle to implement strong, holistic security across their companies. Too often, organizations rely on piecemeal security cobbled together with multiple vendor point solutions that do not operate cohesively, leading to unnecessary risk and exposure.

In addition, many regional cybersecurity service providers that serve the SMB market are frustrated with unresponsive distributors who do not provide adequate service.

Exclusive Networks is here to change all that.

Français

Exclusive-Networks.com

The cybersecurity partner you deserve.

Exclusive Networks works with Fortinet to bring industry-leading technology and support to regional security VARs committed to providing their customers the best technology and support.

Exclusive Networks is more than a security distributor. We are trusted advisors and problem solvers who can help you go to market with the Fortinet Security Fabric and position your company as a leader in your market.

Our job is to help you win.

Agile and accurate with industry-leading SLAs, Exclusive Networks is responsive, capable, and dedicated to your success. Global in scale, we solve local challenges to help you seize opportunities to grow your business.

We move at your speed to support you with technology, marketing, financing, deployment, upskilling, and inventory. We do not keep you waiting, and we do not play favorites. Every Exclusive Networks reseller gets the same level of support. Our job is to provide world-class solutions and support to help you win in your market.

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Landing Page Design

ARCTIQ

A Benchmark Company

Hitachi Vantara

Savour the sweetness of Storage Modernization.

Take a bite into Storage Modernization with a dash of innovation, a pinch of agility, and the decadence of cost savings.

Meet with me to discuss how we can help you address your business' challenges and achieve new outcomes with our Storage Modernization solutions. And as a thank you for your time, we'll send you a box of Craig's Cookies or donate \$50 to a charity of your choice.

Plus, scroll down to the bottom of the page for some complimentary content from Arctiq and Hitachi.

Findlay Hilchie
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Set up a meeting today and receive a box of Craig's Cookies or we can donate \$50 to a charity of your choice.

Meet with Findlay Hilchie

< December 2023 >

SUN	MON	TUE	WED	THU	FRI	SAT
26	27	28	29	30	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

ABOUT GAMEPLAN

Serving Tech Vendors, Distributors and the Channel. We've been building B2B marketing programs for technology vendors and the partner community since 2012. GamePlan's principals have 20 years experience working within the high tech industry, developing lead generation and content marketing campaigns.

Thank You!

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B2B Marketing for Technology Companies.

Contact Us