



2112 Intelligence: Strategic Content

Strategy. Execution. Results.


.....


In Need of Content to Differentiate Your Products in the Market or Increase Sales?


2112 Can Help...


Creating content for the *sake of content* doesn't deliver value unless that content drives clearly defined action and results. 2112 offers research-based thought leadership and strategic guidance through written pieces that provide prescriptive direction designed to build better partner businesses. Some of these services include:

.....

 **Did You Know Guides (DYKs)**
2112 will produce "Did You Know" reports on behalf of a client to highlight discrete and differentiating features and attributes of their products and services. These single-page reports are designed to pique the interest of would-be partners, enticing them to seek additional information and self-identify their interest. Additionally, these DYKs serve as tools for salespeople and partners to raise overall brand awareness.

 **Blog Ghostwriting**
2112 will produce a series of ghostwritten blogs written from a business, technology, and/or sales-related point of view, and focused on a client's products, capabilities, market position, or relevant industry trend as mutually agreed upon at onset of the project. The custom content may be used for publication on the client's Web site, in third-party media outlets, or in other forums as designated by the client.

 **Briefings**
2112 Briefings deliver top-line insights into a client's core products and services without unnecessary marketing buzz and hype. By providing concise and practical advice to drive additional sales, these publications can be incorporated in sales, marketing and training programs to a full range of decision makers. They can be customized by product or service, as well as geographic region.

 **Partner Value Positioning White Paper**
2112 applies industry research and expertise to customize positioning papers that help channel partners grow revenue via demand generation and market awareness. The positioning paper can be used in media activities, marketing automation campaigns and targeted sales campaigns. *This paper can also be created from the PoV of a vendor.*



twenty one twelve group

the2112group.com

in t f + y @The2112Group

Strategy. Execution. Results.

Building Better Channels.



Market Intelligence Reports

2112 will analyze a client's trending data to create a report utilizing research and market intelligence for use with VARs, MSP's, Resellers, and/or Integrators to drive actionable planning and behavior in support of a client's current or upcoming initiative such as a product launch, recruitment effort, or changes to a channel program.



Custom Research Projects

Depending on a client's area of focus, 2112 will design the survey instrument based on its methodology, conduct the survey, manage the data collection process, analyze the results and produce a master report, including design. A full project overview from development through execution can be provided upon request.



Go-to-Market Guides

2112 will produce a series of short guides that focus on specific products, services or sales programs either planned, currently in-flight, or in need of support to advance business development, operations and accelerate growth. Each package is customized, but may contain:

- Guidance Report on Go-to-Market Models
- Complementary PPT Presentation
- End User Whitepaper
- Development Check List
- Supporting Blogs (2) and Social Media Drivers



Custom Content Micro Site

2112 will produce, manage and provide maintenance for a custom content site designed and developed for a client with the objective to provide solution providers, resellers, managed services providers, VARs, and/or integrators with strategic guidance in developing effective business development and sales strategies that incorporate the products and services of that vendor's adjacent offerings. This may include providing guidance on business planning, product and service packaging, customer profiling, sales planning and execution, customer engagement and technologies. This also includes a social media program for ongoing promotion including creation of custom handles and leveraging of The 2112 Group brand.

The following is an example of a custom content site managed by The 2112 Group for Xerox Corporation.



Contact 2112 Sales to get started...

+1 347.770.2112

info@the2112group.com

To view more of 2112's strategic content products, visit: the2112group.com/library.