

## To-Partner Marketing

*End-to-end engagement tools to recruit and nurture partners*



Impartner's "To-Partner" Marketing module is key to helping gain and keep the best partners. The module features a series of marketing and nurturing tools to find prospective partners, make sure they're the right fit, and then give them the right care and feeding they need to achieve partnership. Once you've onboarded your new partner, the module also features ways to engage your partners through email marketing.

The module is built on a full Marketing Automation Platform (MAP) which gives your channel team access to a suite of sophisticated, but easy-to-use Marketing Automation Tools. With To-Partner Marketing, you can create powerful marketing messages, upload your target partner list, and click "GO."

### key features:

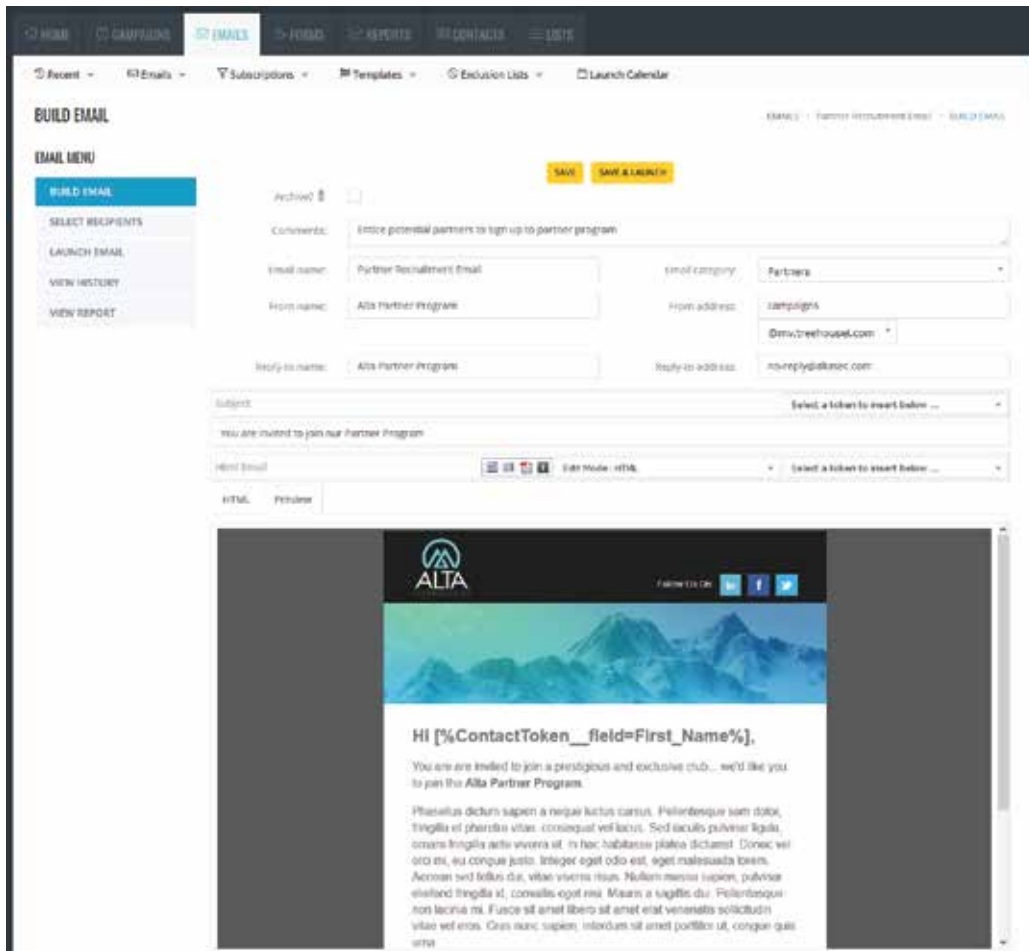
- Full CAN-SPAM compliance
- Allow for multiple subscription options so partners only get the news they want
- Full campaign execution and analytics
- Ability to segment your partner audiences to tailor the right messages to the right partners

# Recruit and Engage the Best Partners

## How it works:

Quickly sync your partner database to MAP lists with integrated export options from PRM to make sure you have the latest contact information. Leverage our intuitive UI to select an email template, add or update content, choose your exact audience, and schedule for launch. Your MAP instance will have its own dedicated IP address and personalized subdomain exclusively for your channel team's use –no more sharing your email marketing efforts internally.

Take advantage of the Form Builder to create a partner event registration page or use Action Studio to automate a targeted nurturing campaign for prospective partners. Impartner To-Partner Marketing module works great for those that want to take control of partner recruitment, onboard new partners with a regular cadence of communication, or easily manage partner newsletter launches.



**Find out more!**

We'd love to show you more about how Impartner PRM can accelerate your channel. [Request a Demo](#) today.