

**Marketing Packages**



# Marketing Services – Denmark

## Marketing Packages

Arrow ECS Marketing has produced a number of marketing packages that make it easy for you as an IT vendor to get started with effective marketing and communication targeting partners and end-user.

You can choose between marketing packages that either supports your focus and work with recruiting new partners, develop and activate new and existing partners or generate new leads and sales. Furthermore, Arrow ECS invites you to be part of our successful concepts, [demodays@arrow](mailto:demodays@arrow), [breakfast@arrow](mailto:breakfast@arrow) and Arrow Security Inspiration Day.

In addition to the marketing packages in this folder, Arrow ECS offers a wide range of other marketing services. If you want a presentation of the services, please feel free to contact Arrow ECS marketing.

---

Marketing packages that make it easy for you as an IT vendor to get started with effective marketing and communication targeting partners and end-user.

## Standard service

Standard Arrow ECS marketing services to increase awareness and get attention from new partners.



### Getting started – Marketing Package

In order to kick-start marketing with Arrow ECS, we have produced a “Getting Started – Marketing Package”.

The package includes:

- 3 articles in Arrow ECS Channel Informers mails
- 3 articles on [www.arrowecs.dk](http://www.arrowecs.dk)
- Production of 2-page data sheet about your brand, solutions and “what you can offer a reseller” in Danish
- A roll-up

In corporation with an external copywriter, we will help you produce an informative data sheet. The copywriter will interview you, making sure to get all relevant information in order to write a compelling text for the data sheet. The activity will include interview, text production, proofing and approval.

Arrow marketing service: Production of mails, upload articles on website, coordination with external copywriter, design and production of data sheet and roll-up.

**Price: Dkr. 10.000**



### Arrow ECS Channel Informer news mails and web

As a free service to our vendors, we offer you to be part of our weekly Arrow ECS Channel Informer mails (Server & Storage, Networks & Security, Virtualization, Hosting, Middleware or Education). This includes production of a short solution-oriented message to be included in the news mail and an article on [www.arrowecs.dk](http://www.arrowecs.dk). The Channel Informer news mails reach +1.500 Arrow ECS partner contacts.

Arrow marketing service: Production of news mail and uploading article on website.

**Price: Free**



### Production of roll-up

A roll-up is an easy way to create awareness about your brand and get your message out to many people at a time. Therefore, we recommend that you invest in 1-2 roll-ups, which you can bring at meetings, seminars and conferences.

Arrow marketing service: Design and production of roll-up.

**Price: Dkr. 2.000 for one roll-up**

# Partner Recruitment

Marketing initiatives and communication in order to recruit new partners.



## Presentation material for recruiting new partners

Production of presentation material regarding your company, solutions and services. The material should describe how your company fits well with partners' current business and what you can do to support the partners' growth. The content should include benefits for the partners, end-user-oriented messages and sharp competitive messages.

In corporation with an external copywriter, we will help you produce informative presentation material. The copywriter will interview you, making sure to get all relevant information in order to write a compelling text for the material. The activity will include interview, text production, proofing and approval.

Arrow marketing service: Coordination with external copywriter and graphic production.

**Price: Dkr. 9.000**



## Business case description

Production of business cases on one or more solutions to highlight the benefits of selling your solutions – both from a business and economic perspective.

In corporation with an external copywriter, we will help you produce a professional business case. The copywriter will interview you, making sure to get all relevant information in order to write a compelling text for the material. The activity will include interview, text production, proofing and approval.

Arrow marketing service: Coordination with external copywriter and graphic production.

**Price: Dkr. 10.000**

---

Choose between marketing packages that either supports your focus and work with recruiting new partners, develop and activate new and existing partners or generate new leads and sales.

# Partner Enablement

Marketing initiatives and communication in order to educate partners in selling your products.



## Technical workshop & demo for partners

Planning and execution of technical workshops – focusing on specific solutions. The purpose of this activity is to provide a technical presentation of your solutions and give partners insight into technical features, installation and configuration.

Arrow marketing service: Production of agenda and invitation, email invite to relevant partners, upload event on website, handling registrations, booking of meeting facilities at Arrow ECS.

**Price: Dkr. 5.000, excl. cost of catering.**



## Production of sales material to partners

Production of “easy-to-understand” sales material on specific solutions. The material should be easy for a partner to use in the dialogue with an end-user, and should include product features and benefits, end-user-oriented messages and sharp competitive messages.

In corporation with an external copywriter, we will help you produce great and informative sales material. The copywriter will interview you, making sure to get all relevant information in order to write a compelling text for the material. The activity will include interview, text production, proofing and approval.

Arrow marketing service: Coordination with external copywriter and graphic production.

**Price: Dkr. 9.000**



## Sales Workshop for partners

Planning and execution of a sales workshop – focusing on specific solutions. The purpose of this activity is to educate partners to better sell and market your solutions. A workshop could include presentation of your company and relevant solutions but also share some good “why-arguments”, “how can your solutions help end-users with their daily it-challenges” and competitive messages.

Arrow marketing service: Invitation process, booking of venue, handling registrations, production of event material etc.

**Price: Dkr. 5.000, excl. cost of catering.**



## Solutions mails

Production of solutions mails targeting partners with information about relevant solutions, new features and functionalities, material for download, events, promotions and bundles. We recommend that you send a monthly mail / three in one quarter.

Arrow marketing service: Design and production of solutions mail, facilitate delivery and prepare a report of customer interaction and response including open rates and click through.

**Price: Dkr. 7.500**



## Call Day incl. sales pitch and incentives

Planning and execution of call days for relevant partners, where you and Arrow ECS participate. Start the call day with an inspiring sales pitch to give the partners great tools and persuasive arguments, which they can use when calling new prospects. Prepare a list of prospects for each person participating at the call day to ensure efficient use of time during the day. The call day should include small contests and incentives.

Arrow marketing service: Production of material for the call day and purchase of incentives.

**Price: Dkr. 2.500, excl. cost of incentives.**

# Lead generation

Marketing initiatives and communication in cooperation with partners to create leads and sales.



## Telemarketing Appointment Setting

Plan a telemarketing activity in order to book sales appointments for you and create leads for relevant partners. Before telemarketing starts, we will ask to have a briefing meeting with you, so we can understand the deliverables you need from telemarketing. From this, we will have an understanding of your criteria for a good appointment, what information you need us to gather, and the results you need from us to best service your sales team.

You will receive detailed call notes for each sales appointment arranged, so your sales team know as much as us about why the contact is a great prospect.

Arrow marketing service: Coordination with telemarketing.

**Price: Dkr. 20.000 for 200 subjects.**



## Direct mail campaign and telemarketing appointment setting

Production of an eye-catching direct mail piece and distribution to a list of prospects. The goal of a direct mail campaign is to generate a response from the prospects. Therefore, defining a compelling and clear call-to-action is essential for success. In order to increase the response rates the activity should be followed up with telemarketing calls.

Arrow marketing service: Production and distribution of direct mail and coordination with telemarketing.

**Price: Dkr. 25.000 for 200 subjects.**



## Technical workshop & demo for end-users

Planning and execution of technical workshops together with a partner – focusing on specific solutions. The purpose of this activity is to provide a technical presentation of your solutions and give end-users insight into technical features, installation and configuration.

Arrow marketing service: Production of agenda and invitation, email invite to end-users, direct mail invitation, handling registrations, booking of meeting facilities at Arrow ECS

**Price: Dkr. 5.000, excl. cost of catering.**



## Technical webinar for end-users

Planning and execution of a webinar together with a partner to provide a technical presentation of relevant solutions, including technical features, installation and configuration. The webinar can include a short online demo. It is recommended that you the days after a webinar call and follow-up on the participants to see if they are interested in further dialogue.

Arrow marketing service: Production of agenda and invitation, email invite to end-users, direct mail invitation, handling registrations and webinar evaluation.

**Price: Dkr. 4.000**

# Arrow ECS koncepter

Arrow ECS invites you to be a part of our successful concepts, demodays@arrow, breakfast@arrow and Arrow Security Inspiration Day.



## Demodays@arrow workshop

Demodays@arrow is a series of technical workshops designed to inspire and update partners about new technologies and solutions from our industry-leading IT vendors.

The idea behind a demodays@arrow is that 1-3 it-vendors in corporation with Arrow ECS agree on a relevant subject and together build a relevant agenda. Focus for each workshop is to give partners a technical presentation and demo of the most essential functionalities and features in one or more solutions.

At the end of a workshop, all participants have the opportunity to book a 1-1 meeting with the IT vendors.

**The price for a workshop is Dkr. 9.000 for one location and Dkr. 12.000 for both locations. The cost will be divided equally between all vendors.**



## Breakfast@arrow seminar

Breakfast@arrow is a series of seminars designed to inspire and update partners and customers about the current it-related trends in the market and new technologies and solutions from industry-leading IT vendors.

The idea behind a breakfast@arrow seminar is that 1-3 it-vendors in corporation with Arrow ECS agree on a relevant subject and together build an agenda that can include presentations from the IT vendors or relevant customer cases.

At the end of a seminar, all participants have the opportunity to book a 1-1 meeting with the IT vendors. This gives partners and customer a great chance to go in further dialogue with IT-vendors regarding their interests, it-challenges and future it-investments.

**The price for a seminar is Dkr. 9.000 for one location and Dkr. 12.000 for both locations. The cost will be divided equally between all vendors.**



## Arrow Security Inspiration Day

Arrow ECS invites you to be a sponsor at our annual Arrow Security Inspiration Day. You can choose between three sponsorship packages, Gold, Silver and Bronze:

### Gold sponsor – Dkr. 40.000

- 30 minutes speakers slot at C-level in plenum
- Exhibition stand and broadband connection
- 2 Participation at the conference (2 participants + 2 exhibition staff)

### Silver sponsor – Dkr. 30.000

- 20 minutes speakers slot on 1 of 3 optional track
- Exhibition stand and broadband connection
- 2 Participation at the conference (2 participants + 2 exhibition staff)

### Bronze sponsor – Dkr. 15.000

- Exhibitor Stand and broadband connection
- 2 exhibition staff



## Arrow Data Center Inspiration Day

Arrow ECS invites you to be a sponsor at our annual Arrow Data Center Inspiration Day. You can choose between three sponsorship packages, Gold, Silver and Bronze:

### Gold sponsor – Dkr. 40.000

- 3 × 30 minutes speakers slot in three different tracks
- Exhibition stand and broadband connection
- Roll-up
- 2 participants at the conference (2 participants + 1 exhibition staff)

### Silver sponsor – Dkr. 30.000

- 30 minutes speakers slot in one track
- Exhibition stand and broadband connection
- Roll-up
- 2 Participation at the conference (2 participants + 1 exhibition staff)

### Bronze sponsor – Dkr. 15.000

- Exhibitor stand (3×2) and broadband connection
- Roll-up
- 1 exhibition staff

For further details contact Arrow ECS Marketing.

# Are You Five Years Out?

Most people live in the present. The world of now. But a handful of us work in a unique world that doesn't quite exist yet – the world of Five Years Out.

Five Years Out is the tangible future. And the people who live and work there know that new technologies, new materials, new ideas and new electronics will make life not only different, but better. Not just cheaper, but smarter. Not just easier, but more inspired.

Five Years Out is an exciting place to be. So exciting that, once you've been there, it's hard to get excited about the present. Because we know what's coming is going to be so much better.

Five Years Out is a community of builders, designers, engineers and imaginers who navigate the path between possibility and practicality. Creating the future of everything from cars to coffeemakers.

Are you one of them? Then you're probably working with us.



Arrow Electronics, Inc.  
**Arrow ECS Denmark**

Aarhus, Jens Juuls Vej 42, 8260 Viby J  
Ballerup, Baltorpevej 158, 2750 Ballerup

---

## Contact

For further details contact  
Arrow ECS Marketing.



Anne Withander  
Marketing Project Manager  
+45 3016 1326  
anne.withander@arrow.com



Karina Søndergaard Nielsen  
Marketing Project Manager  
+45 3016 1360  
karina.sondergaard.nielsen@arrow.com



Signe Eberhardt  
Marketing Project Manager  
+45 3016 1375  
signe.eberhardt@arrow.com



Camilla Hove  
Marketing Project Manager  
+45 2819 6062  
camilla.hove@arrow.com

## Email

marketing@arrowecs.dk

## Online

arrowecs.dk

---