

Elastic Grid

A leading channel marketing platform, backed by personalized 1:1 support



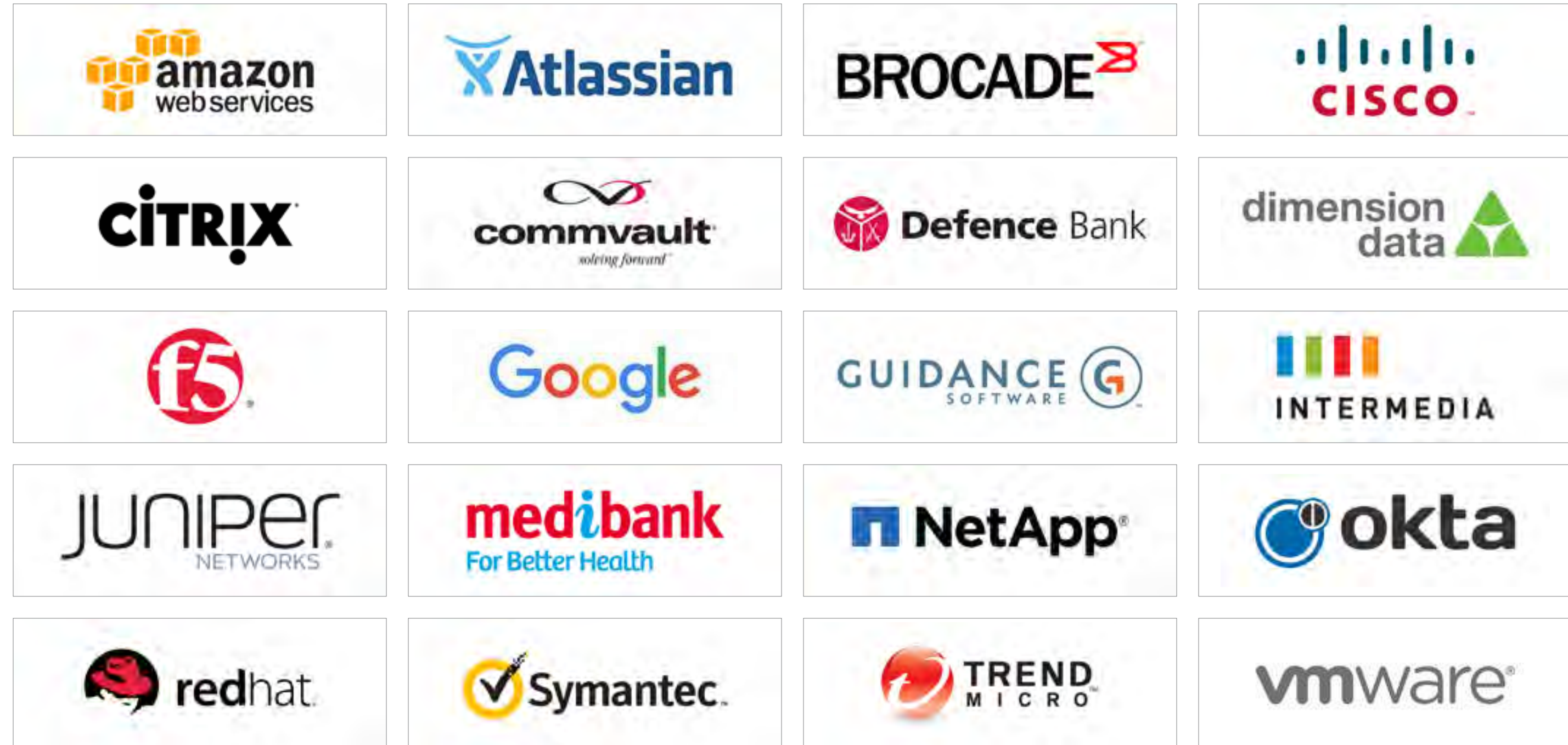
About Elastic Grid


Elastic Grid is a cloud-based marketing platform that helps B2B companies drive demand through their channel partner and reseller networks.

Elastic Grid is the only channel marketing platform that provides a holistic solution combining marketing automation technology, 1:1 support, global marketing specialists, and analytics.

Over 5,000 partners around the world rely on Elastic Grid to generate over 200,000 in net new leads and more than \$2.5 billion in pipeline revenue.

We ❤️ working with:





“I really think Elastic Grid is on to something. Within any channel you have a wide range of marketing sophistication among partners. So by offering concierge-like support Elastic Grid is eliminating any weak links that exist when delivering marketing programs through third party channels”







- Laz Gonzalez, Group Services Director of Channel Strategies

SiriusDecisions 

Your partners are global, so are we!

Our Elastic Grid Marketing Specialists ❤️ your partners. Not only do they speak your partner's language, they are also experts in localizing campaigns for global markets.

Our global marketing experts are here to help every step of the way.

-  Campaign Onboarding
-  Partner Adoption
-  Tactic Selection
-  Lead Follow Up
-  Campaign Management
-  Campaign Measurement



End-to-End Channel Marketing Solution

Automation



Email Automation

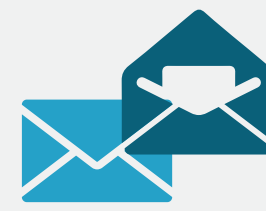


Lead Alerts



Lead Scoring

Execution



Email Marketing



Tele Marketing



Lead Nurturing

Syndication



Content Syndication



Social Syndication



Website Syndication

Content Development



Email Marketing



Videos



Lead Nurturing



Case Studies



Emails



Social Promotions



Translations



White Papers

Lead Generation



Ad Words SEM



SEO



Retargeting



Database Development



Events



Webinars

Marketing Services



Marketing Plans



Best Practice and Execution



Creative Services



Social Marketing

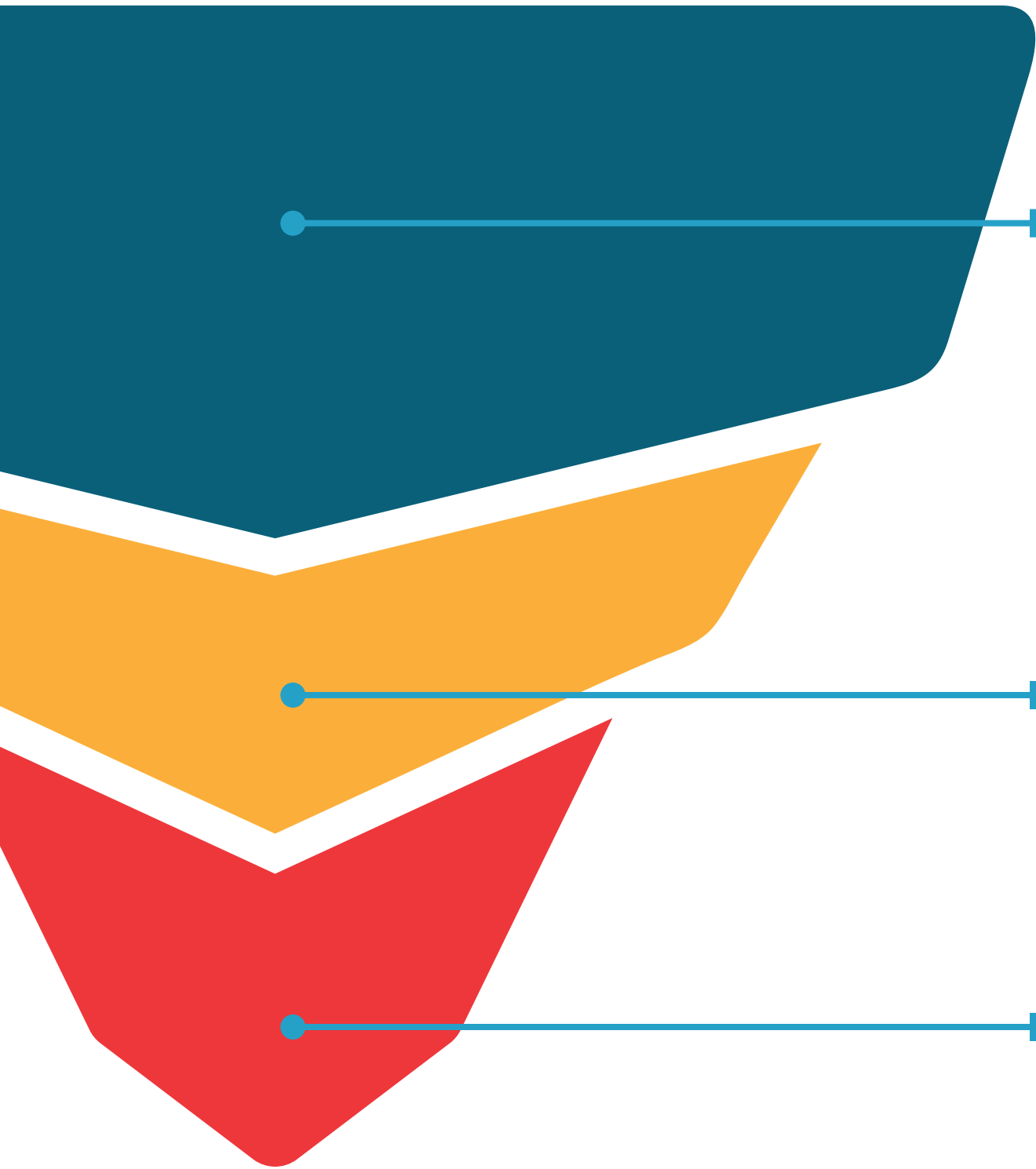


Partner Training



Partner Assessment

Elastic Grid Supports The Complete Buying Lifecycle



Demand Generation

Help your channel generate new leads and boost sales. Your channel will benefit from the tools, strategy and support to deploy integrated, global marketing campaigns.



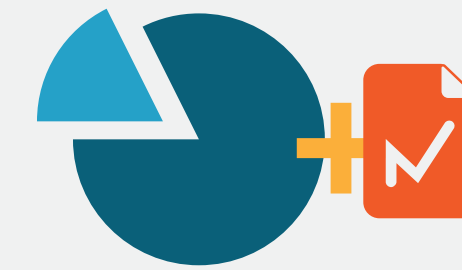
Lead Management

Automatically deliver qualified leads to the right partners at the right time through advanced lead routing, lead nurturing and lead scoring capabilities.



Qualification

Gain insight and visibility across your channel with closed loop reporting and analytics. Measure performance and continually improve the effectiveness of your channel programs.



Reporting + Analytics

Gain insight and visibility across your channel with closed loop reporting and analytics. Measure performance and continually improve the effectiveness of your channel programs.

Demand Generation



“67% of the buyer’s journey is now done digitally. Search/ Web exploration is the first course of action for executives.”

Sirius Decisions CXO Study



Channel Marketing Platform



Campaign Automation



Collateral Library



Website Syndication



Social Syndication



Social Marketing



Backed By 1:1 Support



Retargeting



Content Syndication (CPL)



Online Advertising (SEM/PPC)



Campaigns In A Box



Database Development

Lead Management



“Businesses that use marketing automation to nurture prospects experience a 451% increase in qualified leads.”

Sirius Decisions CXO Study



Partner Portal Capabilities



Lead Alerts



Lead Nurturing



Lead Routing



Backed By 1:1 Support



Partner Follow Up



Telemarketing



Events / Webinars

Qualification



“81% of sales are made after the 4th call, by which time 90% of sales reps have quit calling.”

Darnel Corporation



Partner Portal Capabilities



Lead Scoring



Opportunity Management



Backed By 1:1 Support



Tele-Qualification



Appointment Setting

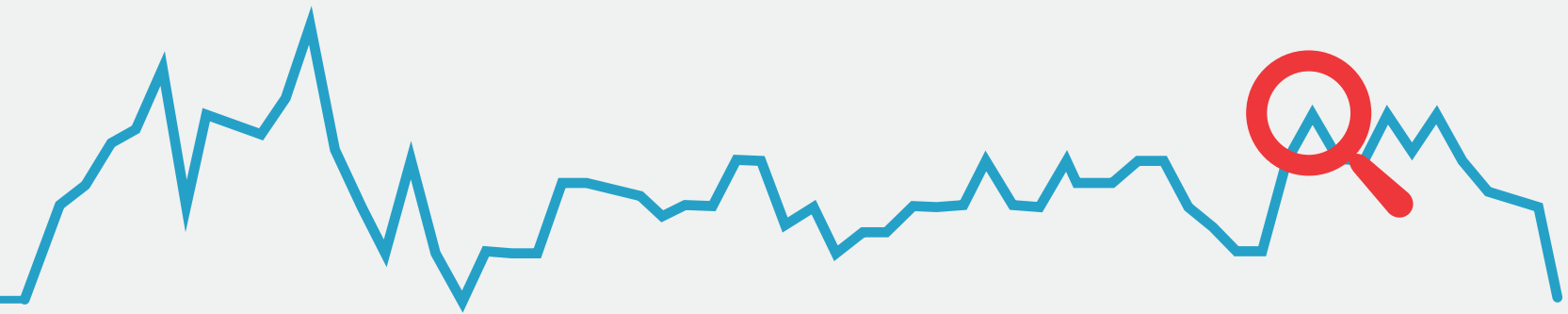
Reporting + Analytics

Channel Reporting



By aggregating your Partner Data Elastic Grid Analytics helps you devise global, regional and local program strategies based on aggregated partner data.

Partner Level Reporting Insight + Optimization



Allow your partners to optimize their marketing through detailed reports for each of their campaigns. All activity is comparable across performance metrics and can be filtered as desired.

Track Campaign Effectiveness & End Customer Engagement



Partner Adoption and executions



Collateral Library Downloads



Leads



Lead Qualifications



Visits



Traffic Sources



Email Effectiveness



Social-Media Effectiveness



CTA activations



Deals



We ♥ Marketing

Marketing
Strategy

Partner
Training

Campaign
Development







Design
& Copy Writing

Campaign
Analysis

Partner
Support

Marketing Services

Elastic Grid ❤️ your partners and they ❤️ us. We go above and beyond the traditional channel marketing platform and provide marketing services that help your partners become more successful marketers.

-  Marketing Plans
-  Best Practice and Execution
-  Creative Services
-  Social Marketing
-  Partner Training
-  Partner Assessment



We'd ❤️ You
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