

Marketing Experience Program

Networks First's marketing experience program provides you the opportunity to share success stories, promote lead generation initiatives and publicise references with both your industry and peers.

Working with you we will assist to communicate your vision, innovation and success through marketing collateral and PR material.

Benefits for participants:

- Increased exposure for your company as part of Networks First's national marketing campaigns.
- Positive market exposure.
- Your company's spokespeople are able to position themselves as industry leaders.
- The opportunity to provide feedback on Networks First's people and services.
- The opportunity to share success stories combined with Networks First's services in order to gain visibility and recognition for your company is the key purpose of our marketing experience program.

Getting Started

If you wish to participate in any marketing experience initiatives, please select your preference from the following list. A Networks First professional will then work with you to ensure a smooth, effective, and efficient delivery. All material

will require approval prior to distribution and publication.

Participation opportunities:

• Co-Branded Collateral

All of Networks First's marketing collateral can be co-branded for partner use.

• Co-Funded Campaigns

Working together to present a joint message, how we can help you promote your services enhanced by ours. This can be through telemarketing or co-funded e-campaigns.



- **Press Releases**

Provide a quote to be used in a Networks First press release and promote new business announcements. Press releases feature within many channel publications, online, within Networks First's website and can be pitched to all related verticals.



- **Case Studies**

Working with either your Account Manager, our Marketing Department or our PR Company – it's your preference, Networks First will contact you for a telephone or face to face interview. Content will then be drafted for either a full or short case study for you to review and approve. This can be used to promote skills.

- **Photography**

We will arrange for photographs to support your case study to be taken at a time to suit you. These can be on site, at your offices or a location to suit.

- **Surveys**

Business intelligence gathering gives you the opportunity to identify specific questions and research required. These questions can be included in one of Networks First's surveys.

- **Speak and Meet with Media or Industry Analysts**

Participate in an interview with a reporter, resulting in media coverage through press on you and your company.

- **Audio & Video Testimonials**

Participate in a short audio or video clip for use on website or company material at a location to suit you.



To view a sample of our current customer experience evidence, visit <http://www.networksfirst.com/experience/index.php> and <http://www.networksfirst.com/media/index.php>

For further information please contact your Account Manager or Networks First Marketing Department on 0845 850 5577 or marketing@networksfirst.com