

A Tailored Approach to Partner Marketing Programs



GOING ABOVE AND BEYOND TO PROVIDE THE RIGHT CAPABILITIES EVERY TIME

When selecting an application vendor to improve the document processing and presentment services that you offer your customers, the interaction should not end with your product selection. Equally critical is the suppliers ability to support your sales effort, with innovative and flexible marketing programs - from the provision of a simple piece of branded collateral, to a full blown integrated marketing campaign that delivers actionable leads for your sales force.

DOXIM PARTNER MARKETING PROGRAMS

Doxim's team of partner marketing experts has the marketing experience, product knowledge and market savvy needed to understand our partner's requirements. We've learned over the years that one size does not fit all – especially when it comes to partner relationships. So, we tailor our partner programs to the needs of each partner we work with.

To do this we first gain a clear understanding of a partner's approach to sales and marketing. This helps us understand what tools, capabilities and expertise we need to bring to the table to provide the right partner support services.

AN EXTENSION OF YOUR SALES AND MARKETING TEAM

Doxim offers a broad array of marketing services to its partners to help them to communicate effectively with their customers and prospects including:

- Online and Offline Promotional Programs
- Partner Branded Marketing Collateral
- Partner Specific Resource Pages
- Co-hosted Webinars
- Content Creation
- Event Planning and Management
- Joint News Release(s)

Partners that have worked with Doxim to develop compelling marketing programs enjoy:

- Access to experts with deep-rooted marketing and industry experience
- Fresh, innovative marketing strategies with a wide range of products and services
- Comprehensive toolkits - made to order
- Improvements in the quality and alignment of partner led campaigns
- Improvements in campaign effectiveness

Here are a few examples of how we've worked closely with partners to develop successful programs:



Doxim and Credit Union Payment Services (CUPS) have worked together since 2007. CUPS uses Doxim products to provide document processing and archiving services to well over 100 banking and credit union customers across Western Canada.

PROGRAM SPOTLIGHT: CUPS CUSTOMER FORUM

In 2009, CUPS leveraged Doxim's event management capabilities to host an intimate one day Customer Forum in Red Deer, Alberta, a first of its kind for CUPS. Doxim provided end to end event support, from venue selection and booking, through agenda development, to creation of all relevant CUPS branded materials.

The success of the event lead to another forum in the following year, where Doxim once again provided turnkey event management services, content and support. With Doxim's help, CUPS is expanding the program to include two Customer Forums in 2011.

Doxim Case Study

"Through their event planning services, Doxim has been important to the success of our customer events. They handled all the details for us, giving us the time we need to focus on the content we wanted to deliver. These events have helped us to enhance our customer relationships and develop new sales opportunities. As one of Doxim's long standing partners, we are certain our relationship will only continue to grow and get better."

Greg Feniak, Assistant Vice President, Relationship Management & Sales, CUPS Payment Services



Doxim and League Data have worked together since 2006. League Data leverages Doxim

products to provide end-to-end statement processing and management services for all the credit unions in Atlantic Canada.

PROGRAM SPOTLIGHT: INTEGRATED ESTATEMENT PROMOTIONAL CAMPAIGN

Doxim worked closely with League Data to launch a successful campaign that encouraged League Data's credit union clients to make the transition to eStatements. All materials used were created and /or rebranded exclusively for League Data.

The campaign began with an initial email that was sent to the credit unions that had yet to convert to eStatements. The email included a PDF of a League Data branded brochure that clearly explained the eStatements solution and the benefits it offers. The brochure encouraged readers to log onto a webpage to find out how much they could be saving with eStatements by completing a customized online cost benefit calculator. Doxim designed, coded and hosted the online calculator and the related web pages, all corresponding to the campaign's theme.

League Data sales representatives followed up on these activities, to maximise the effectiveness of the campaign.

It was a huge success, with 80% of the targeted credit unions converting to League Data's eStatement service.

Doxim provides a full suite of enterprise content management products and services that together provide a web-based alternative to the printing and mailing of customer-centric documents such as statements, reports, client records, cheque images, trade confirms and transaction records. Doxim products and services are used by thousands of clients in the banking, credit union and wealth management sectors and by millions of end users across North America.

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"Everyone in Doxim's marketing group goes out of their way to be helpful and are always quick to respond whenever we have questions. The Doxim team has a real understanding of what it takes to help their partners succeed and I'm looking forward to working with them on more projects in the future. "

Brendon Mercer, Account Manager, League Data



Lake Michigan Mailers recently partnered with Doxim and leverages Doxim products to provide their customers with comprehensive, secure and robust electronic document management.

PROGRAM SPOTLIGHT: CUSTOM MARKETING CONTENT PORTAL

In many cases, our partners have neither the time, nor the in-house expertise to develop their own marketing campaigns and promotions. Not so with Lake Michigan Mailers. They have both the resources and the marketing know-how to create exactly the collateral and programs they want. They just needed the raw material to get started.

Working with Lake Michigan Mailers, Doxim created a Partner Specific Content Portal, just for them. It provides access to a full set of marketing resources related to various Doxim products and services. This tailored, online marketing resource allows Lake Michigan Mailers to create meaningful and effective campaign pieces without having to write their own materials from scratch.

"It's a true pleasure to work with people that clearly understand their business and have a vision on how they can help their partners succeed. My experience to date with Doxim has been nothing but positive. They have shown real focus by helping us get started on our marketing initiatives and we've already begun to see results. Doxim is, bar none, the best partner we've ever worked with in terms of savvy, responsiveness and support service delivery!"

David Rhoa, President, Lake Michigan Mailers

Contact the Doxim Marketing Team today to see how we can help you get started.



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