



**ONE ENGINE**  
JOINED-UP CHANNEL MARKETING

*Virtual Marketing Manager*

# ONE ENGINE

VIRTUAL MARKETING MANAGER

## INTRODUCING YOUR VIRTUAL MARKETING MANAGER

SUPPORTING YOU IN GROWING YOUR BUSINESS AND BECOMING PART OF YOUR TEAM. BRINGING STRATEGIC INSIGHT, INDUSTRY AND TECHNOLOGY EXPERTISE, RAPID EXECUTION, AND A PRAGMATIC HANDS-ON APPROACH

**ONE ENGINE VIRTUAL MARKETING MANAGER SERVICE PROVIDES INVALUABLE RESOURCE, INSTANT HANDS ON EXPERTISE, SUPPORT, AND DIRECTION ENABLING YOU TO:**

- REACH NEW CUSTOMERS
- 
- MAXIMISE CLIENT RELATIONSHIPS
- 
- COMPLEMENT EXISTING IN-HOUSE MARKETING FUNCTIONS & RESOURCE
- 
- AMPLIFY & BUILD YOUR BRAND

Your virtual marketing manager will manage your marketing programmes, deliver consistency, focus, and joined up marketing campaigns aligned with business goals and objectives, and drive the best possible results, outcomes, and ROI. We understand your business, your language, your customers, and the competitive landscape.

The Virtual Marketing Manager service provide businesses like yours, a flexible and bespoke resource that can integrate seamlessly into your business, for a fraction of the cost of employing a senior marketing professional. We can provide mentoring and personal development plans to more junior marketers, bringing even greater value and marketing expertise to your business.

# WE KNOW THE CHANNEL. OUR TEAM HAS MANY YEARS' EXPERIENCE WITH TECHNOLOGY CHANNEL PARTNERS. WE UNDERSTAND FIRST-HAND THE MARKETING CHALLENGES

We have a wealth of ERP, CRM, BI, Managed Services and Cloud solution experience working with a broad range of leading technologies, including Sage, SAP, Microsoft Dynamics 365, Power Platform and Apps, Modern Desktop applications including Office 365 and Microsoft Teams.

We provide Virtual Marketing Manager services across multiple channel eco-systems including the Sage partner community, Microsoft Partner Network, technology distributors and vendors.

Our background and experience in your industry and that of your customers makes us ideally placed to work with you and implement the right strategies and marketing programmes to successfully grow your business.

## RESULTS DRIVEN MARKETING AND TRACKING THE RESULTS. WE ENSURE YOUR MARKETING IS DELIVERING THE RESULTS YOU NEED.

Your Virtual Marketing Manager will ensure your marketing strategy is delivering the right results. Your strategy is there to deliver leads and opportunities and to help grow your business.

Tracking and reporting is essential for measuring results and outcomes accurately. This can be done in number of ways depending on what marketing tools you already have in place, for instance, CRM, reporting & marketing automation tools and web analytics as examples.

### MONTHLY REPORTING PACK

- VALUABLE INSIGHTS AND MONTHLY REPORTING TO CONTINUE THE OPTIMISATION OF ACTIVE MARKETING CAMPAIGNS AND TO PROVIDE CLEAR GUIDANCE AND DIRECTION
- OPPORTUNITY MANAGEMENT: MONTHLY UPDATES ON NEW OPPORTUNITIES GENERATED FOR BOTH YOUR MARKETING AND SALES PIPELINE.
- VISIBILITY OF CAMPAIGN EXECUTION SO FAR INCLUDING E-MARKETING RESULTS, WEB TRAFFIC, INBOUND ENQUIRIES, SOCIAL ENGAGEMENT.
- VISIBILITY OF SHORT AND LONG-TERM PROGRAMMES, EXECUTION STATUS, RESULTS TO DATE, BUDGET, OUTCOMES, AND SUCCESS.
- PARTNER CAMPAIGN ACTIVITY AND MDF



# OUR VIRTUAL MARKETING MANAGER SERVICES ARE TAILORED SPECIFICALLY TO YOUR BUSINESS

**Upsell, cross-sell, new sell!** Acquire new customers and maximise revenues from existing clients through targeted campaigns

**Lead Nurturing** Leads do not convert overnight. We create effective lead nurture programmes, to inform, influence and engage with potential customers. Our programmes build stronger engagements with buyers and influencers, generate a deeper understanding of their business needs and challenges, create informed insights into their buying process. and transition marketing leads into a qualified sales opportunities (QSO). Vital data is being captured throughout the nurturing process.

**Value Proposition and Positioning** A promise of value that summarises how the benefit of your organisations solutions and service offerings will be delivered, experienced, and acquired, what makes your company attractive to the buyer, partner, employee, why a potential customer should engage, and how the value of your service is differentiated from other similar offerings.

**Mentor & Nurture** Mentor junior members of your marketing team – Inform, educate, and share expertise and knowledge, create, and support personal development plans and activities.

**Think Customer!** We view your communications and messaging as a customer would and remove the jargon. We create the most effective content. Thought leadership, opinion pieces, surveys, role tailored messaging, industry specific, product and solution led.

**Industry Focus** Strong industry sector expertise, manufacturing and distribution, fashion, food, professional services, parts and supplies, retail, and hospitality to name a few.

**Product Marketing** Transforming your IP into a fully marketed product that can be offered to customers and prospects. Branding, positioning and creation of GTM strategy to launch, create awareness and generate demand.

**Tools of the Trade** Recommendations, suitable reporting, marketing automation, analytics & CRM system tools if required.

**Trusted Network and On Demand Marketing Services** Instant access to integrated marketing services and expertise (Creative, Content, Digital, Web Marketing and Analytics, SEO, Events, Partnering, Visual Marketing, Video, Online and Offline campaigns)



## A ONE ENGINE VIRTUAL MARKETING DIRECTOR SERVICE INCLUDES;

- **Assessment** of current marketing activity
- **Online quarterly review** meeting progress against objectives and KPI's defined
- **Monthly reporting** as per reporting pack
- **Development and execution** of marketing plan in line with agreed marketing strategy
- **Manage budget**, external suppliers and costs
- **Create and manage execution** of go-to markets and development of supporting campaigns
- **Visibility of tactical marketing activities** and progress including: Communications, Content Creation, Events, Telemarketing, Visual Marketing, Inbound activities, Partner initiatives
- **Manage development** of digital marketing content and assets
- **Develop** integrated social media plan
- **Monitor campaign progress** and results
- **Monthly Reporting**
- **Review data** and audience



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## OPTIONAL BUT COMPLIMENTARY TO YOUR VIRTUAL MARKETING MANAGER IS THE VIRTUAL MARKETING DIRECTOR SERVICE

Full Marketing planning and strategy development bespoke to your business. With a structured approach and through close integration with your team, The Virtual Marketing Director service includes:

- Market strategy and implementation with 6 monthly review
- Full analysis of your current marketing situation, internally and externally
- Research and detailed understanding of your market
- Competitor analysis
- Segmentation of your audience
- Definition of objectives and KPI's
- Development of a clear and integrated strategy
- Monthly Microsoft Teams Consultation with Management Team
- Collaboration with Virtual Marketing Manager and marketing team to ensure direction and business alignment

## FACILITATING THE STRATEGIC ROADMAP ON HOW TO DIRECT YOUR BUSINESS, THE PLANNING STAGE TO CREATE AND DEVELOP YOUR MARKETING STRATEGY

A service to deliver and develop effective business and marketing strategies for companies who want focused support. Our services provide director level marketing professionals who will support you exactly where your business needs it most.



**SAY HELLO:** [MARKETING@ONEENGINE.CO.UK](mailto:MARKETING@ONEENGINE.CO.UK)

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LET OUR MARKETING TEAM BE YOURS! TAKE CONTROL OF YOUR MARKETING AND ACHIEVE THE BEST RESULTS