IQBLADE

IQBlade Services And Tactics List

February 2023

A Next Generation **Digital Agency**

IQBlade supports vendors and ecosystem partners to drive sustainable, scalable growth.

Delivering Marketing Excellence

IQBlade is a next-generation digital agency that supports vendors and ecosystem partners to drive sustainable, scalable growth. We are passionate about delivering effective and significant long-term impact. Our agile team solves challenges and realises opportunities for customers.

IQBlade is powered by TD SYNNEX, a world-leading technology Distributor, who are transforming the channel by connecting the world with the power of technology, taking innovative solutions, technologies and services to market.

Working in partnership, TD SYNNEX collaborates with vendor partners to build strategic marketing plans that drive unparalleled ROI and encourage business growth, utilising **IQBlade** as the creative digital agency to provide data-driven insights, create best-in-class marketing campaigns and deliver those in market across multiple channels.

Give your business the best platform for growth by partnering with TD SYNNEX and IQBlade.

Overview

The following slides provide an overview of the list of tactics that **IQBlade** can develop either as part of integrated marketing campaigns, or as **individual assets.**

This is not an exhaustive list and will continue to be adapted and added to over time to incorporate new channels and tactics.

At **IQBlade,** we pride ourselves on delivering campaigns that are tailored to meet the objectives and needs of our partners. Therefore, each campaign will be developed as a bespoke solution using relevant assets, unless a packaged option is more suitable to meet the requirements.

Any questions, please contact us at **info@iqblade.com**

Services

Our Agency Services

We offer a wide range of digital marketing solutions, delivered by a team of experienced tech sector specialists.

Strategic Campaign Execution

- Channel recruitment, development and growth
- Brand Awareness initiatives
- Demand Generation

Digital Marketing Channels

- TD SYNNEX platforms
- Paid Social & Search
- Content syndication

Creative

- Concept design
- Copywriting
- Content & asset creation
- Paid ad creation

Remarketing

- Multiple platforms maximise campaign reach and engagement
- Email automation
- Paid media remarketing

Overview of Channels and Tactics

Bespoke Tools

- Calculators
- Partner Locators
- Configurators
- Bespoke websites and platforms

Content

- eBooks
- Case Studies
- Infographics
- Blogs
- Video

Email Marketing

- Definition, creation, execution and tracking of email campaigns

Google Ads

- Definition, creation, campaign execution, best practice, and tracking of campaigns

Marketing Automation

- Personalisation, FYAs, customer and nurture journeys
- Campaign set-up and tracking

Paid Media

- Strategy definition
- Campaign execution
- Integrated campaigns

SEO

- SEO analysis
- SEO strategy
- Content creation

Social Media

- Strategy definition
- Copy & design
- Multiple ad formats
- Multiple platforms
- Reporting

Sponsored Search

- Web banner creation
- Multiple ad formats

Video

- Animation videos
- Teasers
- Interviews
- Demos
- Vidyard

Webinars

- Email invites
- Automated follow-ups
- Webinar platform integrations
- Live interpreters

Website

- Landing pages
- Multi-page websites
- Registration pages
- UX design
- Web banners

Tactics And Assets

Strategy, Planning and Discovery

ACTIVITY	DESCRIPTION
Strategy, planning and discovery	Discovery workshop and campaign strategy and planning
Strategy, planning and discovery	Marketing Campaign Planning
Strategy, planning and discovery	Market Research
Strategy, planning and discovery	Paid Media Strategy
Strategy, planning and discovery	Content Strategy
Strategy, planning and discovery	Data Planning
Strategy, planning and discovery	Automation Strategy
Strategy, planning and discovery	Keyword Research
Strategy, planning and discovery	Competitor Keyword Review
Creative	Creative Concept

Digital Assets and Automation

ACTIVITY	DESCRIPTION
Digital Assets & Automation	Email Automation Set-up and Build
Digital Assets & Automation	Email Template – Marketo, HubSpot, HTML, OFT
Digital Assets & Automation	Landing Page – Marketo, HubSpot, Instapage
Digital Assets & Automation	Microsite
Digital Assets & Automation	Webinar Invite Package – x8 emails, Landing page with form
Digital Assets & Automation	FYA Creation
Digital Assets & Automation	Web Banner - Static
Digital Assets & Automation	Web Banner - Animated
Digital Assets & Automation	Organic Social – Static ad
Digital Assets & Automation	Email Signature
Digital Assets & Automation	Survey integrated into campaigns

Content & Collateral Assets

ACTIVITY	DESCRIPTION
Content & Collateral	Brochures - 1-24 pages
Content & Collateral	Datasheets - 1-8 pages
Content & Collateral	Solution Briefs - 1-24 pages
Content & Collateral	Infographic
Content & Collateral	Battlecard - 2-8 pages
Content & Collateral	PDF with editable fields - 1-24 pages
Content & Collateral	Ebook - up to 10 pages
Content & Collateral	Press release
Content & Collateral	Blog
Content & Collateral	PPT templates

Content & Collateral, and Paid Media Assets

ACTIVITY	DESCRIPTION
Content & Collateral	Online meeting backgrounds
Content & Collateral	Podcast
Content & Collateral	Video creation with/without subtitles
Content & Collateral	Voice over
Content & Collateral	Vidyard addition to videos (per video)
Content & Collateral	Upload video to YouTube
Paid Media	Paid media – Static/Animated ads
Paid Media	LinkedIn lead gen ad (static)
Paid Media	Video ad (8-15 seconds)
Paid Media	Carousel ad
Paid Media	Google/PPC ad
Paid Media	Display – Static/Animated ads

TD SYNNEX Channel Academy and Practice Builder

ACTIVITY	DESCRIPTION
TD SYNNEX Channel Academy	Bronze package
TD SYNNEX Channel Academy	Silver package
TD SYNNEX Channel Academy	Gold package
Practice Builder	Digital enablement path set up in TD SYNNEX Channel Academy
Practice Builder	Digital enablement path maintenance in TD SYNNEX Channel Academy
Practice Builder	Strategy Development Workshop

Other Activities and Reporting

ACTIVITY	DESCRIPTION
Other Activities: Telemarketing	Telesales script
Other Activities: Telemarketing	Telesales (lead generation & nurture)
Other Activities: Sponsored Search	Sponsored Search budget
Other Activities: Data	Data costs
Reporting	Weekly reporting
Reporting	Monthly reporting
Reporting	End of campaign report
Reporting	Full End of Campaign report with recommendations for the future

IQBLADE

Get In Touch

IQBlade provide unique solutions to grow your business landscape.

Contact us to discuss how we can work for your business.

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