



Total Channel Communications

Multi-Tier E-Communications Solutions for Channel Marketers

“Total Channel Communications is a product we simply cannot do without. We are able to effectively stay in touch with a very large customer and prospect base that would be impossible to accomplish otherwise. Our sales are up almost 40%. Total Channel Communications is easily the most powerful sales and marketing tool that we have ever used.”

**– Monty Clark
Director of Sales, Redbolt**

“Total Channel Communications is great. We’ve seen a 20% increase in business that is directly attributable to our e-newsletter marketing. You can’t ask for a better measure of return on investment.”

**– Nils Wylder
CEO of NxRev**

Channel marketers count on partners to drive increased revenue by reselling their products and services as part of value-added solutions to end customers. For optimal channel effectiveness, vendors are eager to get information about positioning, messages, marketing campaigns, and sales promotions out to partners on a timely basis. Too often, however, vendors lack a consistent and consolidated method of communicating this information. Instead, multiple content owners across the vendor organization create and send communications to partners, resulting in costly duplication of effort, redundant messages, and general information overload.

Without a single communication to reference for all relevant vendor information, partners find it difficult to cut through the clutter and identify which content to pass along to end customers. They are forced to spend limited time and resources sifting through too-frequent vendor communications to zero in on the most relevant content and re-package it for their customer base.

How can vendors consistently deliver timely, relevant communications to and through the channel to stay top of mind, educate partners and end customers, and drive more sales? IMN Total Channel Communications™ is making this happen today for leading channel marketers across a broad range of industries.

What is Total Channel Communications?

An innovative multi-tier e-communications service, Total Channel Communications is designed specifically to syndicate and push relevant content through the distribution chain and out to the end customer.

Total Channel Communications includes a robust content management system that consolidates a vendor’s organization-wide content into a single online communication to partners. The service enables vendors to educate the channel more effectively by sending aggregated and highly relevant content – based on each partner’s profile – at a defined frequency. At the same time, it empowers partners to leverage and customize vendor content for targeted e-communications to end customers. By using Total Channel Communications to make professional e-newsletter templates and a library of relevant, up-to-date content available to partners, vendors can better control branding and messages as they communicate key information to and through the sales channel.

Our clients include some of the world’s top channel marketers





Benefits for vendors

- Drive leads to partners automatically
- Educate partners and end customers
- Improve partner effectiveness and satisfaction
- Control branding as communications flow through the channel
- Receive instant market data through readership analytics
- Connect marketing investments to lead generation and end-customer behavior

Benefits for partners

- Generate valuable, actionable sales leads
- Use readership analytics to focus sales resources and close deals
- Leverage ready-to-use content and reseller-branded templates to send timely, relevant, e-communications to end customers
- Continually educate end customers and prospects
- Nurture ongoing relationships with end customers

With each e-newsletter send, Total Channel Communications delivers real-time readership analytics via its powerful content tracking engine. Vendors receive aggregate readership reports from all partner e-newsletters, providing valuable insight into which promotions and products are most popular with end customers. Resellers receive more detailed readership analytics, including unique clicks and opens, most-read content, survey responses, and comparison data by end customer, making it easy to identify hot leads and follow-up immediately for rapid closure.

What's more, end-customer readership information is available only to the partner – not the vendor – to protect the privacy of contact data. The power of Total Channel Communications extends well beyond just e-newsletters. The service is ideal for all multi-tier e-communications – HTML e-mail campaigns, e-invitations, e-coupons, and more sent to and through the sales channel.

E-Communications Publishing Simplified

IMN Total Channel Communications is designed for easy implementation by vendors and their partners – even those with limited resources. Because Total Channel Communications is a Web-based service, there's no software to install or maintain. IMN handles hosting, ISP relations, subscription list segmentation and management, compliance with CAN-SPAM policies, and e-newsletter distribution.

An intuitive user interface makes publishing a Total Channel Communications e-newsletter fast and easy. A few clicks are all it takes to upload content PDFs, Word documents, PowerPoint files, images, and more – into an e-newsletter custom-branded with the company name and graphics. Files are automatically converted to HTML and can be modified with the help of simple-to-use online editing tools. E-communications can even be personalized with the recipient's name. IMN's powerful e-mail engine automatically distributes the vendor's e-newsletter to all or specified channel partners. With a single click, partners can access an IMN menu that walks them through a simple content selection, upload, and customization process. In just a few easy steps, the partner is able to forward both vendor and custom content to end customers in a professional e-newsletter tailored specifically to the target audience.



How IMN Total Channel Communications Works

1. Using IMN's robust online templates and editing tools, the vendor easily creates and delivers an e-communication for channel partners. As part of this process, the vendor writes new content or re-purposes existing content (articles, offers, etc.) and stores it in the IMN content library.
2. With the click of a button, a channel partner can choose to forward content from the vendor's e-newsletter on to its end customers. The partner uses the intuitive IMN interface to upload content from the library, add logos, articles, photos, and other custom content, and place it into a custom-designed e-newsletter template. When all content is in place, the partner can preview the e-newsletter, make needed modifications, and approve it for publication.
3. Approval triggers automatic distribution of the e-communication to the partner's customer contact list. The e-newsletter appears to sales contacts as if it were authored and sent directly from the partner company.
4. Sales leads are sent instantly to the reseller for speedy follow-up and closure. Vendors receive aggregate readership reports from all reseller e-newsletters, so they receive instant market data telling them which promotions and products are most popular with end customers.





About IMN

IMN (iMakeNews, Inc.) is a leading e-communications service provider. Originally focused on e-newsletters, IMN now delivers a full range of e-communications solutions, spanning e-newsletters, e-mail, mini-sites, weblogs, RSS feeds, podcasts, and robust tracking and analytics, which dramatically boost business performance. IMN pioneered Informative Marketing™, a strategy for using online analytics to better understand customers and prospects, take action based on their responses to content, and improve the return on e-communications program investments.