



Hundreds of resources for our Service Provider Partners



1 Partner Marketing Central

2 Marketing Velocity Hub

3 Sales Connect



Easy access to the campaigns and collateral that will drive new business and help you leverage your marketing funds.

1 Partner Marketing Central

What is it?

A marketing automation platform that makes it easy to create and manage campaigns, promotions, social media programs, collateral, and marketing funds.

ciscopartnermarketing.com >

For a step-by-step on how to use PMC, [download the Quick Reference Guide](#)

What you'll find

Self-service Activities

Execution is delivered through the Partner Marketing Central platform with no required budget

- Campaigns: Free, customizable digital resources to reach customers and drive leads 30+ email nurturing campaigns are available for you today
 - Downloadable content within a campaign includes:
 - Videos
 - Whitepapers
 - Campaign messaging
 - Battlecards
 - Copy Blocks
- Social Media: Link your social media platforms to PMC and leverage pre-scheduled or evergreen content
- Manage Contacts: All your prospects lists in one place with lead scoring, segmentation, rich targeting and personalization

Manage your leads & campaign results

- Access to digitally generated leads through the PMC platform, full service activities and generated leads through Cisco funding
- Grow contacts from Cisco provided leads
- Comprehensive reporting available
- View your marketing effectiveness, customer engagements and return on investment results

Manage your funds:

Full Service Activities

Jumpstart your campaigns with 20+ full-service activities which can be paid for using co-marketing funds

- Select a Cisco approved vendor to help you execute and customize campaigns on your behalf
- Programs are available to you for a fixed price or you can request a quote for a personalized activity with the vendor
- Available activities include: Search Engine Marketing, IP Listening, Social Advertising, and much more

Custom Marketing Activity (CMA)

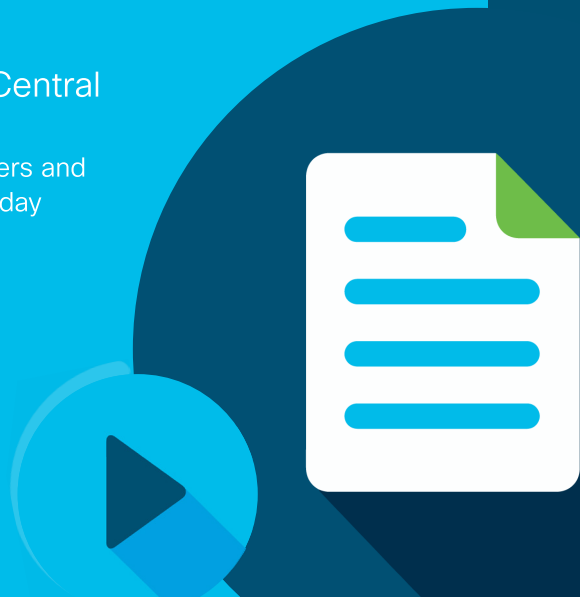
Execute and manage activities with your own resources and agencies

- Partner can download and use Cisco collateral
- Proof of execution and claims back for reimbursement is provided via PMC

Get trained:

Need more info? The PMC Academy can help you.

<https://zift123.zendesk.com/hc/en-us/categories/202424907>



2 Marketing Velocity Hub

What is it?

Marketing best practices from across the farthest reaches of the Web.

[Connect Now](#) >>



What you'll find

20+ courses focused on marketing fundamentals, marketing with Cisco, digital marketing, and revenue marketing.

- On-the-Air Webcasts: Industry experts share innovative ideas, best practices and trends on subjects ranging from digital demand gen, social selling, and content marketing to predictive analytics
- Live Events
- Community: Visit the [community](#) to chat with Cisco marketing experts and peers



3 Sales Connect

What is it?

A digital platform that simplifies the sales experience by providing the right content you need to sell more, and sell faster.

[Connect Now](#) >>>



What you'll find

- Collateral, demonstration, and training recommendations based on your opportunities
- Trusted, up-to-date, and relevant content
- Sales kits of bundled content
- Create personalized briefcases of content that you can save once, and access from any device

