



The Power of We™

FREE Demand Generation Programs for Avaya Partners

Powerful and free marketing tools to help you drive leads, build brand awareness, position your brand in the market, increase sales and grow your business!



Content Syndication

Enhance your website in less than 10 minutes!



Avaya Content Syndication Program is a powerful marketing program that allows you to display up-to-date Avaya product information on your website.

It is a free, automated way to keep your website current with Avaya solutions' information on Unified Communications, Networking, SME and Contact Center.

It takes only a few minutes to register and set up.

It also gives you the ability to co-brand brochures, data sheets and whitepapers to support your sales and marketing activities.

Who is it for?

All Avaya Partners Community.

What's in it for you?

- Display up-to-date Avaya product information on your own website to keep your customers better informed and help them to understand the value that you bring to them.
- Help capture leads within the syndicated experience and send them directly to you.
- Help you retain your customers attention on your website, as visitors don't need to leave your webpage to find Avaya product information elsewhere.

How to begin?

Register at <http://avaya.tiekinetix.com/interface> and follow the steps to syndicate.

More information?

Contact your Marketing Manager or write to us: americasbp@avaya.com.



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Partner Marketing Central Where Marketing is free, quick and easy

Avaya Partner Marketing Central is our channels' one-stop platform for creating and executing free marketing campaign materials to support lead generation activities, increase sales funnels, and drive greater revenue!

Step 1

Select Campaign & Activities

Step 2

Upload your List

Step 3

Customize

Step 4

Schedule or Execute

Step 5

Generate Leads

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What's in it for you?

- Access marketing collateral and turnkey marketing campaigns.
- Create everything from emails and online banners to print media and social media content.
- Access marketing and business planning tools and guides.
- Position your brand in the market and create new business opportunities.
- Increase demand generation for the global Avaya Portfolio.
- Stay connected with your prospects and customers.

How to begin?

Use your SSO login at www.avaya.com/partnermarketing.

More information?

Contact your Marketing Manager or write to us: americasbp@avaya.com.