

THE DEMAND GENERATION MACHINE



INDEX

The Demand Generation Machine

<u>Marketing Challenges For SAP Business One Partners</u>	1
<u>Nytro Marketing: Supporting Your Demand Generation Efforts</u>	4
<u>The Demand Generation Machine</u>	5
<u>Marketing Packages for SAP Business One Partners</u>	7
<u>A Simple, Efficient Methodology</u>	9
<u>Tapping into the SAP Resources</u>	10
<u>Nytro Marketing References</u>	11



MARKETING CHALLENGES FOR SAP BUSINESS ONE PARTNERS

As a valued SAP Business One partner, your company is building a business and a future around bringing this one-of-a-kind ERP solution to small and midsize companies in your home market. Your team has a long-standing relationship with your customers, understands their needs and knows how to put performance enterprise software solutions – both from SAP and from your own development – at their service.

Growing with SAP in the small to midsize business software market is both an opportunity and a challenge. Building your brand as a trusted SAP Business One solution provider requires a significant investment on your side, with the benefit of tapping into resources provided by SAP and leveraging the power of the SAP brand.

Talking with many business owners, we identified some common challenges for SAP Business One partners:

Often, SAP is perceived as too big, complex and expensive for small businesses.

Decision makers in small and midsize businesses need immediate answers to their business challenges – explained in a way that goes beyond product functionality and focuses on business benefits.

Your marketing teams are striving to multitask on a limited time and budget.

Your company and the SAP Business One organization share some important marketing goals:

Increasing the number of **qualified leads** by creating a “leads engine” which works for your company – with the support of SAP.

Raising your company’s **awareness for your target market** – building on the SAP brand but also answering your customers specific needs: getting the information they need, fast and easy; gaining confidence that SAP Business One is the right solution for them.

Making the best use of your attractive customer references within your marketing communications.

In a nutshell, as a SAP Business One partner, your company is aiming to create a “lead generation” machine and increase your brand awareness in your target market: small and midsize businesses, often within a specific industry.



NYTRO MARKETING: SUPPORTING YOUR DEMAND GENERATION EFFORTS

NyTRO Marketing is a global leader in connecting brands and people. We architect amazing customer experiences to drive demand and brand equity.

NyTRO Marketing has particular expertise in building demand generation programs with a keen focus on content marketing, partner marketing, event marketing, and digital marketing.

NyTRO Marketing and SAP have a very long and successful collaboration. Most of our leaders and marketing consultants are SAP Alumni with many years of experience in internal and external SAP marketing projects – in

all regions. Our connection to SAP and our knowledge of the SAP processes, solutions, customers and partners make it easy to plan and manage marketing projects for SAP partners.

NyTRO Marketing has been appointed by the SAP Business One global team as a demand generation and communications agency for supporting partner marketing activities.

Our marketing programs work globally, while our teams act locally. We are a small agency ourselves and know the needs of small, agile companies on their growth path. Moreover, we live and breathe SAP Business One.



THE DEMAND GENERATION MACHINE

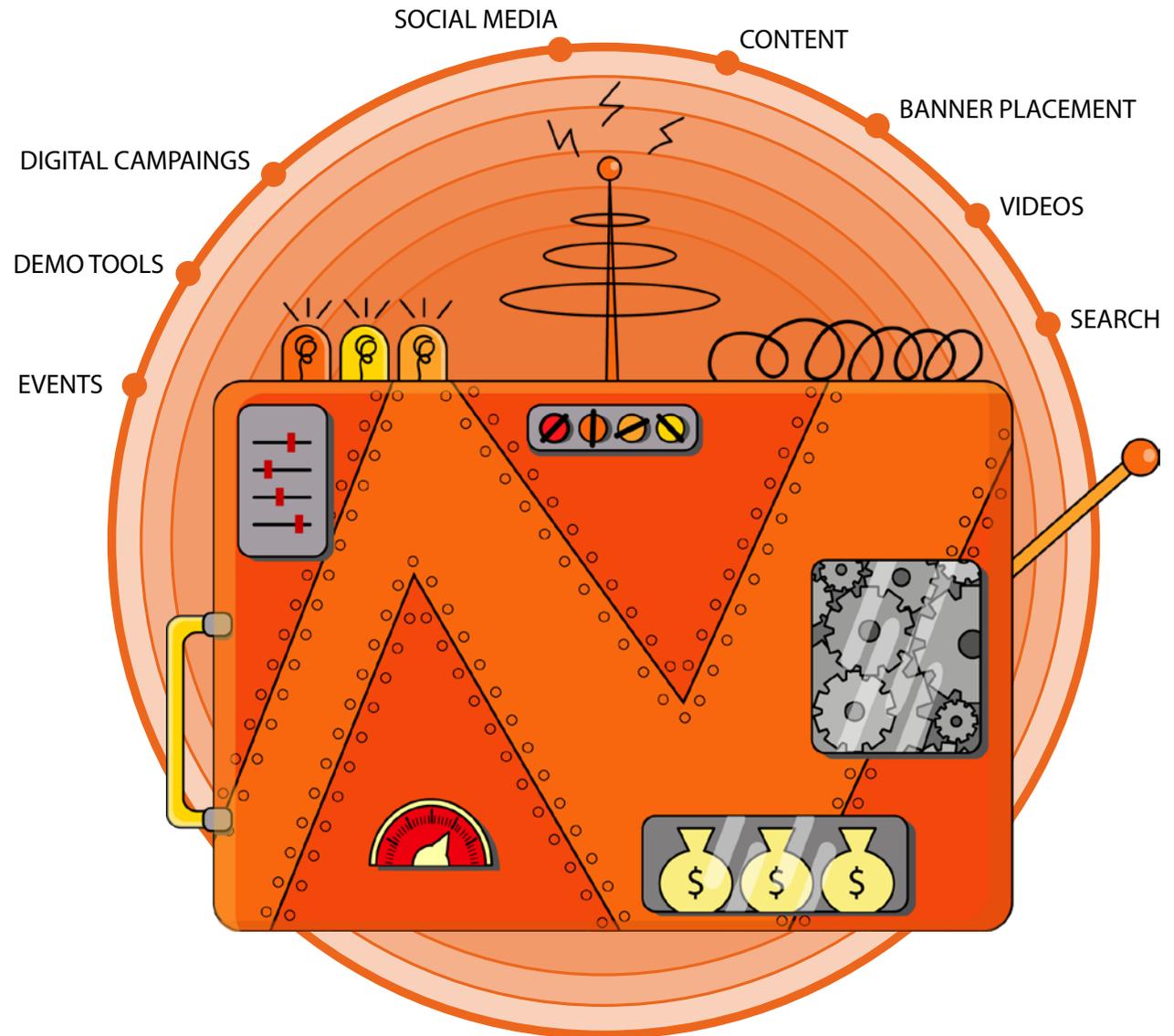
We are a creative group of marketers dedicated to support your marketing success as an SAP Business One partner. We worked closely with SAP to develop an effective **Demand Generation Machine** – with flexible marketing components, adjusted to each partner's needs. And we're already supporting SAP Business One partners put the Machine to work: from configuration of all working parameters all the way through fueling it with the right content and turning on the digital leads engine.

Your benefits working with Nytro Marketing include:

Consistent expertise supporting SAP and SAP partners in strategic marketing projects

Affordable marketing packages, adjusted to your needs

Creative, fun and passionate about driving results



MARKETING PACKAGES FOR SAP BUSINESS ONE PARTNERS

All marketing activities are based on an analysis of your needs and packaged into personalized campaigns to support your demand generation goals:

CONTENT CREATION

Value collateral (Whitepapers, Customer stories), Blogs, Social Media editorial plan, Infographics

DIGITAL CAMPAIGNS

E-Mails, Landing Pages, Newsletters

PAID CAMPAIGNS

Social media, banner placement

VIDEO PRODUCTION

Animated videos, customer testimonials

ONLINE DEMOS

Tool for showing your add-on features

EVENT SUPPORT

Planning and execution, marketing communications, audience acquisition, participation at SAP events and conferences

SEARCH OPTIMISATION AND SEARCH ENGINE MARKETING

All our activities will have lead generation as a priority goal. And if there's anything else you need in terms of marketing support, we can support you.

A SIMPLE, EFFICIENT METHODOLOGY

We start by identifying your current marketing status, including your current usage of SAP resources and future expectations. We listen to you, research your company's digital presence and your target group needs and generate an analysis of your strong points and improvement areas. We look into common and specific opportunities and challenges for SAP Business One partners, and how you can successfully navigate through them.

Based on our findings, we create a personalized marketing package including campaigns, resources and budgets to fit your needs. Once we shake hands, we fully support the creation and execution of the package, help measure the impact and connect back to SAP to continue to improve the collaboration.

SAP is supporting the process all the way, contributing with resources and funds and learning back from your marketing and sales experience.



TAPPING INTO THE SAP RESOURCES WITH THE HELP OF NYTRO MARKETING

The global and local SAP Business One teams offer a wide range of marketing resources to partners:

The SAP Virtual Agency

A dedicated marketing planning and campaigning tool, free of charge for partners

The SAP Business One Map

A collection of campaigns and best practices ready to use by partners

Marketing Development Funds

Contributing with up to 50% to your campaign expense

As part of the campaign work, the Nytro Marketing team will support you with identifying and leveraging the SAP resources fit to your marketing needs. You will also benefit from enablement sessions for using the SAP Virtual Agency and from best practices in digital marketing, data privacy, and other strategic themes.

WE LOOK FORWARD TO WORKING TOGETHER WITH YOU TO GET THE MOST OUT OF YOUR SAP BUSINESS ONE MARKETING ACTIVITIES.

Nytro Marketing References:

We have a proven track record supporting SAP partners with strategic marketing projects – from content and digital campaigns to event management and demand generation. Here are some of our references:



THOUGHTFOCUS

DATAVARD



msg
global



CUSTOMER REFERENCES

"I am extremely happy that I chose Nytro for our demand generation campaign. They have an excellent and dedicated team with perfect communication skills and a "never give up" attitude. They achieved outstanding results in driving demand for our solutions and thus I am looking forward to our future collaboration as well."

**Amir Kobylinski, CEO,
ITM Development**

"Nytro Marketing did an outstanding job in helping us prepare for SAPPHERE NOW as a new sponsor. They worked with us every step of the way to ensure we had a successful event and addressed every detail. We enjoyed working with the Nytro team and look forward to growing our relationship with SAP."

**Mark Sidlauskas, VP Marketing,
ThoughtFocus**

"RED is the world's largest SAP talent recruiter and as such needed a marketing partner who knew the SAP eco-system and understands how digital marketing wins business. Nytro has helped us better understand the ever-changing dynamics of the SAP marketplace and provided us with compelling content to engage both clients and candidates. Nytro is helping RED to build a reputation as a trusted talent advisor to both candidate and client alike."

**Jeremy White, Head of Marketing and
Alliances, RED**



CONTACT US

Office Europe:

Nytro Marketing GmbH
Brüder-Grimm Str. 28
Hirschberg | 69493 | Germany
+49 177 3396035
ofalkenstein@nytromarketing.com

Office North America:

Nytro Marketing Inc.
145 North 2nd Street
Philadelphia | PA 19106 | USA
+1 215 715 9986
tpfister@nytromarketing.com

Office Latin America:

Nytro Marketing S.A de C.V.
Lafayette 14
MX -11590 | Mexico City | Mexico
+52 55 84 217222
pablo@nytromarketing.com

STAY IN TOUCH



@nytromarketing



@nytro_marketing



@NytroMarketing



Nytro Marketing



Linkedin.com/company/nytro-marketing

www.nytromarketing.com