

Arrow Curated Content

Where Vendors See Real ROI

Helping Partners Increase Their Sales Pipeline

Relevant vendor content organized and delivered weekly for partners to share over social media, email and websites or blogs.

- Enable partners to execute scalable digital marketing that drive sales all free for them to use
- Help partners generate MQLs and grow their sales
- Educate partners about your products and offerings
- Increases brand awareness of both your products and the partners selling them



See how Curated Content works for partners

Mindrover Technology

Deal size: \$2.5 Million

"I love the autoposting feature! We closed a deal worth \$2.5 million thanks to the content from your site that I post every week. The customer found our content on one of my social media accounts. Thank you for making it easy to stay consistent and in front of my network."

-Kenneth Dawson, CEO & Founder

Intelligent Technology Solutions

Deal size: \$500,000

IBM Maximo Licenses

"Using Curated Content helps our small company appear much larger. We can now compete with larger companies because Curated Content has enabled us to optimize our marketing strategy. This validates us as a company that can provide services to larger enterprise clients."

-Richard Minnigh, Vice President

MAPSYS, Inc

Deal size: \$27,000

IBM AS400/iSeries Services

"After posting through Curated Content, I received a reply from a customer. We were able to respond and assist with the project. Curated Content enabled us to connect with our audience and our customer said they will be a MapSy customer for many years to come!"

-Jim Howell, National Sales Account Manager

DON'T MISS THE OPPORTUNITY TO HELP PARTNERS GROW THEIR SALES!

FOR MORE INFORMATION about CURATED CONTENT please contact Liz.green@arrow.com