CISCO PARTNER MARKETING SERVICES PROGRAM:

SIMPLIFYING AND ENHANCING YOUR MARKETING INITIATIVES

Introducing Cisco partners to marketing experts to help create impactful marketing campaigns.

Benefits
- Partners create unique marketing campaigns, quickly and cost-effectively
- Partners amplify value proposition and generate demand
- Partners gain access to best-in-class marketing experts

Key Marketing Disciplines
Advertising
    Print
    Radio
    TV
    Outdoor
    Media Planning/Purchase
Tradeshow Booths
    Booth Rental
    Signage
    Tradeshow Materials

For information on Joint Marketing Funds availability, visit:
www.cisco.com/web/partners/market/funds/index.html

Cisco is committed to helping its partners reach new customers, increase brand awareness, and communicate clear value propositions.

The Cisco Partner Marketing Services Program can help you achieve these goals using a variety of marketing disciplines, from advertising and media buying to tradeshow and exhibit resources.

Working in collaboration with advertising agencies, event planners, and other marketing specialists, the Cisco Partner Marketing Services Program offers you access to a variety of off-the-shelf solutions that you can customize with your own brand or call to action. As a result, you can reap the benefits of highly professional marketing materials and services at a dramatically reduced cost.

You can also work with these Cisco vendors directly to meet unique needs—from website design and programming to the development of a prospective customer mailing list.

Whatever your business goals, the Cisco Partner Marketing Services Program is available to help you achieve them by designing and implementing high-caliber campaigns.

For more information on the Partner Marketing Services Program, and to find a vendor ready to assist you with a campaign, visit **www.cisco.com/web/CA/go/partner-marketing**

"Cisco had already done the background work to find a trustworthy vendor. And because we are a Cisco partner, we got a discount on services."

—Jeff Roback, President, Praxis Computing