

## Get more out of channel marketing

How Outbound helped HP take control

“Outbound’s knowledge of the channel has been pivotal in developing and determining the success of the Octopus Programme.

The programme is a dependable source of marketing collateral for our Partners, generating increased revenue and awareness of the HP brand.”

**SMB Volume Marcom Manager, HP**



Many vendors make large sums of money available to their channel for joint marketing campaigns. However - although common practice - reseller-driven campaigns can vary drastically in effectiveness, thus making return on investment uncertain for the vendor.

In 2003, Hewlett Packard (HP) enlisted Outbound’s extensive channel knowledge and marketing expertise to help combat this issue. Outbound developed a co-marketing programme to coordinate HP’s range of campaigns. Around 450 resellers have taken part in the highly successful Octopus programme, giving HP an excellent return on investment.

### The problem

HP would make large sums of marketing funds available to its Business Partners, or authorised resellers. However HP found that, with the exception of some of the largest resellers, many partners did not have the time or in-house skills to implement effective marketing campaigns.

The main causes of concern for HP were that they had limited control over branding, messaging and price and were effectively funding a number of different partners to create original artwork for the same products/messages.

In summary, reseller marketing activity was costly, slow, didn’t always meet HP’s sales priorities or brand, or worse, didn’t happen at all.

### Additional facts

- Over 150 different pieces of collateral have been offered for co-branding
- Over 2.5 million pieces of DM delivered to end users through the channel
- More than 450 resellers have used the Octopus marketing programme.

### The solution

HP approached Outbound because of its track record in combining an extensive knowledge of the UK IT channel with marketing skills, and tasked it with developing a model to enable HP to get the most out of their campaigns.

Outbound developed the HP Octopus Marketing Programme, a co-branding system for HP Business Partners.

This is how it works:

1. Outbound creates a piece of direct marketing which is offered to HP Business Partners - co-branded with the reseller's logo, contact information and pricing.
2. Resellers sign up for the programme quickly and easily online.
3. Once printed, the direct marketing is delivered to resellers who are then responsible for distribution, usually by post, sales visits or at shows/exhibitions.
4. Outbound conducts an evaluation of the success of the campaign on behalf of HP. This information is then collated by Outbound into a comprehensive ROI report.

Outbound manages the whole process including maintaining the reseller data, creative and co-branding, printing and requesting and chasing ROI data, reporting to the client. The process has also been applied for the delivery of co-branded HTML emails, banner advertisements, press advertisements and presentations.

Outbound can turn around a print campaign in less than two weeks - including offering to resellers, co-branding, print and delivery - making it an excellent choice for handling tactical, time-sensitive campaigns.

### The outcome

The service enables HP to focus on its core activities while widening the scope of its channel marketing and increasing its effectiveness and value for money. So far more than 2.5 million pieces of direct mail have been delivered to end users through the channel, and 150 different pieces of collateral have been offered to resellers for co-branding. Outbound has been running the Octopus programme since 2003, benefiting both HP and its Business Partners.

#### HP benefits:

- Increased sales resulting from promotional activity
- Complete control over branding, messages and pricing
- Control of timing, allowing integration with wider campaigns
- Reduced design and printing costs
- Detailed ROI reports for each campaign enables quick and effective evaluations of campaigns.

#### Reseller benefits:

- High-quality branded collateral on a wide range of products associating them with one of the best known brands in the world
- No time and money spent on design
- Octopus is simple to use and free of charge

“The quality and availability of co-branded collateral complements our own marketing strategy and, more importantly, increases sales. It also emphasises to our customers the ongoing relationship between Basilica and HP.”

**HP Business Manager, Basilica**

### Outbound Field Marketing Services

Waterloo House, Riseley Business Park, Riseley, Berkshire, RG7 1NW  
 Tel UK: 0845 634 4070 • Tel Int'l: +44(0) 118 976 9310 • Email: [information@out-bound.co.uk](mailto:information@out-bound.co.uk)