



8x8

8x8 Channel Partner Programme Playbook

The many ways we can help your business...

As a valued member of our partner community, we really want you to succeed. This playbook takes you through our current range of marketing programmes so you can choose the ones you find most useful and combine them if necessary.

When it comes to marketing and sales, each of our partners has their own unique needs and established practices. We're here to help you get the 8x8 message out there in a way that suits you – which is why our programmes were created with feedback from established partners.

From video production to ad creation, optimising your digital presence or finally nailing down that elusive value proposition... read on for the details, benefits and value for money offered by each programme, and get ready to take our partnership – and your marketing - to the next level.

Working together: our Partner Marketing Charter

To truly thrive as an 8x8 EMEA channel partner, it's important that you:

- Have a six-month marketing plan in place (this should be a sub-set of the 12-month business plan).
- Have realistic but achievable ROI goals for each £1 of MDF funding, while being able to provide regular results “check-ins”.
- Keep a regularly updated business plan for new or ad-hoc marketing activities.
- Spend all the MDF funding you receive, if it's allocated to a particular activity. If your timelines change, please let us know so we can reallocate any relevant funds.
- Focus mainly on demand generation activity.
- Demonstrate your ability to follow up and nurture leads, either through closed-loop or in-house CRM.
- Free up time each quarter for a planning and results update with our Channel Marketing team.
- Participate with your sales colleagues in your 8x8 QBR.



Discover your funding options...

If you're a Platinum, Gold or Silver partner, proposals for MDF funding should be based on the marketing plan created with your 8x8 Channel Marketing Manager. Funding applications are made quarterly and funding must be used within that quarter. If your application is approved, 8x8 will provide 100% of the MDF total.

Main eligibility criteria for MDF

To qualify, you'll need to take up **any two of our global campaigns** within a twelve month period and to participate in the 8x8 Enablement and Training Programme to ensure their sales and technical teams are trained and ready to sell and deploy 8x8 solutions. Whatever MDF funding you receive can absolutely be supplemented where necessary with your own marketing dollars to maximise its effectiveness as needed. When we allocate funds, priority will be given to channel partners whose teams have undertaken 8x8 product training.

Before any MDF-funded project begins, agreement needs to be reached with the Channel Marketing Team to ensure your aims are consistent with 8x8's expectations. Issues to agree on might include:

- How you choose targets for your campaign, and how they correspond to 8x8's "preferred" targets.
- A shared definition of a "lead".
- Shared definitions of a Sales Assigned Lead and a Sales Qualified Lead (See page 28).
- An agreed way to score leads and define different levels of lead "warmth", as well as actions to be taken as a result.
- Your process for capturing, qualifying and nurturing leads.
- The success you've had previously with different types of campaign, and whether your proposed activity is well suited to your particular market.
- How your proposed activity will contribute to our primary goal of demand generation.

Once clarity has been established in these or other relevant areas, we'll be best placed to help you with your marketing strategy and activities, thus adding more value to your business.

If you're not eligible for MDF funding, you will need to allocate some of your own marketing budget to these programmes. Alternatively, our global campaigns can be accessed and used by all partners, regardless of level. These can be found on our PartnerXchange portal, and Aprimo, our Marketing Automation tool.

[Access PartnerXchange](#)

Value-Add Services

8x8 Advocates

8x8 Advocates is a social platform that lets you access brand-building social content and share it directly on the channels your own customers use for information. Social media marketing helps you deepen customer engagement and establish yourself as a thought leader on key media – making 8x8 Advocates a must-have.

With 8x8 Advocates, partners can:

- Access and share top trending 8x8 social content
- Easily promote industry news, articles and events
- Leverage pre-created 8x8 content or upload your own

[Email us for access](#)

bombora

Using intent data collected about business web users' observed behaviours - find out which of your target accounts are researching topics relevant to your business. Share your list of targeted accounts and using Bombora, we can share those who are most active. Complete the form and work with your Channel Account Manager or Channel Marketing Manager..

[Email us](#)



Marketing Automation

Aprimo is 8x8's marketing automation tool for partners, helping to build higher customer engagement and driving lead volume and sales growth. You can easily launch new marketing campaigns through Aprimo - global campaign content including images, videos, assets and copy, is pre-loaded and ready to use. Equally, you can quickly customise templates

[Email us](#)

and CTAs and add logos and contact information to co-branded mobile-responsive emails.

To sign up for a three month licence, contact your Channel Account Manager or Channel Marketing Manager. 30 minute training sessions are run twice a month and details will be shared once your licence is live.

Partner Packages and Programmes

Whichever partner tier you currently belong to, you'll find a range of options to help grow your business and drive sales. Our **Partner Packages** are open to the majority of tiers, while **Partner Programmes** are usually available to Platinum, Gold and Silver Partners, and may be eligible for MDF Funding.

Read on to explore your options.



At a glance: explore your options...

Whatever partner tier you're currently in, you'll be eligible for an array of value-added services and programmes, as detailed below. Don't forget that in some cases, MDF funding could also be available to help you pay for it - this is subject to availability each quarter, and approval of your marketing plan by our team.

Value-Add Services	Registered	Authorised	Focus	Silver	Gold	Platinum	Master Agents
Access to Global Campaigns	✓	✓	✓	✓	✓	✓	✓
Access to PartnerXchange Portal	✓	✓	✓	✓	✓	✓	✓
Access to Bombora Intent Data	✓	✓	✓	✓	✓	✓	-
Eligible for Aprimo Marketing Automation Tool licence (3 month duration)	✓	✓	✓	✓	✓	-	-
Creation of co-branded Turtl docs	-	-	✓	✓	✓	✓	-
Participation in channel-wide Blitz Day	✓	✓	✓	✓	✓	✓	✓
Access to on-demand 8x8 webinars and webcasts	✓	✓	✓	✓	✓	✓	✓
Access to 8x8 Event/Webinar in a Box	✓	✓	✓	✓	✓	✓	✓
Access to 8x8 Advocates Social Sharing Platform	✓	✓	✓	✓	✓	✓	✓
New Partner Welcome Merch Pack	-	-	✓	✓	✓	✓	-
On-demand Marketing Expert sessions	✓	✓	✓	✓	✓	✓	✓

At a glance: what's on offer?

Programmes	Registered	Authorised up to £2k max MDF allocation per quarter*	Focus up to £5k max MDF allocation per quarter*	Silver up to £5k max MDF allocation per quarter*	Gold up to £10k max MDF allocation per quarter*	Platinum MDF on request	Master Agent MDF on request
Value Proposition Programme	-	-	✓	✓	✓	✓	✓
Copywriting Programme	-	✓	✓	✓	✓	✓	✓
Partner Video Programme	-	✓	✓	✓	✓	✓	✓
Digital First Programme	-	-	✓	✓	✓	✓	✓
Individual Executive Digital Healthcheck	-	-	✓	✓	✓	✓	✓
TechTarget Lead Generation Programme	-	-	-	-	-	✓	-
Sponsorship Programme	-	-	-	✓	✓	✓	✓
Account-Based Marketing Programme	-	-	-	-	-	✓	-
Partner Intelligence Insights Programme	-	-	-	-	✓	✓	-
Blitz (Floor) Day in a Box	-	✓	✓	✓	✓	✓	✓
8x8 Microsite Content Programme	-	✓	✓	✓	✓	✓	✓
Digital Banners Programme	-	✓	✓	✓	✓	✓	✓
SEO Express Programme	-	✓	-	✓	✓	-	-
SEO Expert Programme	-	-	✓	✓	✓	✓	-

*MDF funding for partners is made available on a discretionary basis and may not be offered every quarter. MDF funding for Authorised partners: If your preferred programme costs more than the £2K MDF maximum, you are welcome to supplement the amount with your own funding.

Programme Costs Summary

Your one-page guide to current costs for each of our Partner Programmes.

Programme	Cost
Value Proposition Programme	£2,950
Copywriting Package	£500 - £4,400
Partner Video Package	£1,500
Digital First Programme	£6,000
Individual Executive Digital Healthcheck	£1,200
TechTarget Lead Generation Programme	£5,000
Sponsorship Programme	£4,000
Account-Based Marketing Programme	£5,000
Partner Intelligence Insights Programme	£3,000
Blitz Day in a Box	£2,500
8x8 Microsite Content	£3,500
Digital Banners Programme	£2,500
SEO Express Programme	£1,995
SEO Expert Programme	£3,250

What's best for you?

Some programme recommendations for different segments.

No-one knows better than you what your business needs to thrive. But if you're still deliberating which of our Partner Programmes is right for you or where to begin, we can help. The suggestions below are based on our experience of what's already worked for Channel Partners in different segments, and may help to crystallise your thinking.

Segment	Activity
Small Business/Commercial	<p>8x8 Blitz (Floor) Day Programme 8x8 Microsite Content Programme</p>
Mid Market	<p>TechTarget Lead Generation Programme</p>
Enterprise	<p>Account-Based Marketing Programme and Digital First Partner Intelligence Insights Programme Personalisation TechTarget Lead Generation Programme</p>
Public Sector	<p>Personalisation Account-Based Marketing Programme</p>

Meet the creative agencies

As our channel partner, you're able to harness the skills of some of the most innovative and dynamic marketing agencies around.

CreMarc's specialist UC/CC digital marketing team provides exceptional levels of insight and experience to help you thrive in your competitive landscape and be found first on Google. Take advantage of their detailed knowledge and SEO Express and Expert programmes.



Coterie is an IT specialist value proposition and partner marketing agency with award winning frameworks favoured by global tech companies from Fujitsu to BT. Access their transformative skills via their digital first programme, online intelligence programme and executive digital healthcheck.



GoRefCo is a digital content marketing agency that helps businesses around the world communicate the things that set them apart. Use their expertise to develop vibrant copy and a value proposition that tells your story in a truly compelling way.



Hadenough Media is a specialist video production agency, born out of 10 years+ experience working in commercial advertising for some of the worlds largest brands. As a creative collective, the company is bringing storytelling to the corporate world, working closely with internal marketing teams to create highly bespoke content packages and consultations that aim to shake up and challenge corporate marketing as we know it. Hadenough Media, unlocking the hidden potential of your brand.



OTM is a leading global creative agency. Their mission? To make your brand impossible to ignore. With a powerful track record in all creative media and clients that include both SMEs and major global brands, there's no-one better to help you create a high-impact 8x8 microsite and digital banners to match.



TechTarget provides powerful digital market insight to help technology vendors optimise their marketing and keep their sales pipelines flowing. To get the most from their expertise, subscribe to our TechTarget Lead Generation Programme.



Our Partner Programmes

Our programme menu is here for you to explore, with a range of options appropriate to **different partner tiers**. If you're interested in a particular programme but not sure you fit the eligibility criteria, feel free to discuss the possibilities with your **Channel Marketing Team**.

Programme 1

Value Proposition Programme

[Find out more](#)

Programme 2

Copywriting Programme

[Find out more](#)

Programme 3

Partner Video Programme

[Find out more](#)

Programme 4

Digital First Programme

[Find out more](#)

Programme 5

Individual Executive Digital Healthcheck

[Find out more](#)

Programme 6

TechTarget Lead Generation Programme

[Find out more](#)

Programme 7

Sponsorship Programme

[Find out more](#)

Programme 8

Account-Based Marketing Programme

[Find out more](#)

Programme 9

Partner Intelligence Insights Programme

[Find out more](#)

Programme 10

Blitz (Floor) Day in a Box

[Find out more](#)

Programme 11

8x8 Microsite Content Programme

[Find out more](#)

Programme 12

Digital Banners Programme

[Find out more](#)

Programme 13

SEO Express Programme

[Find out more](#)

Programme 14

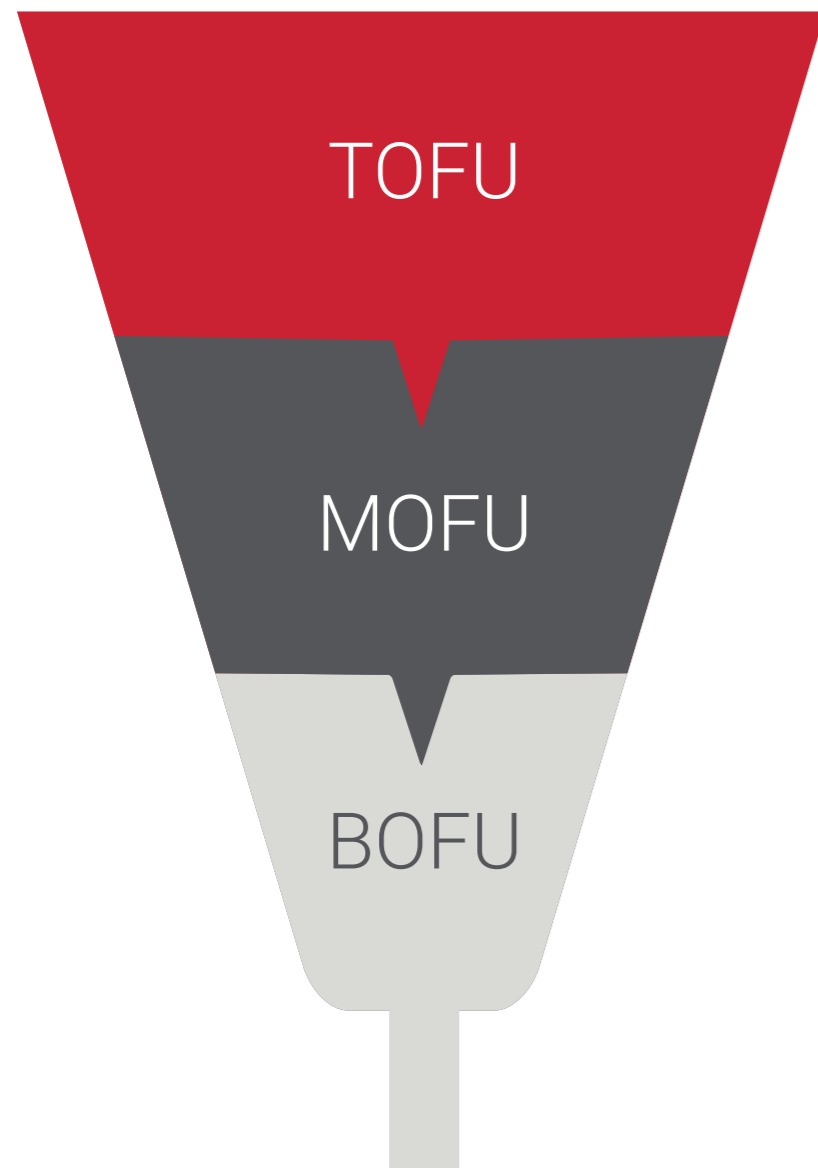
SEO Expert Programme

[Find out more](#)

What type of programme is best for your needs?

Serving up the right marketing content is always crucial, but how do you identify what's best for your customers at any given time?

When developing your lead nurture strategy, it helps to consider the **three stages of the marketing and sales funnel**: “top”, “middle” and “bottom”. By identifying which of these best applies to you and your prospects, you can determine which ideas and information will create most impact, moving customers seamlessly to the next stage of the buyer's journey and ultimately to purchase.



Top of funnel (ToFu)

This is the “awareness” stage. You’re communicating to a large pool of potential customers who share a common need and don’t have much exposure to your brand or solution. It’s not about the hard sell yet, but about increasing people’s knowledge and establishing yourself as a source of trusted expertise.

Common types of ToFu content: blog articles, how-to videos and podcasts.

Middle of funnel (MoFu)

Once you’ve captured a prospect’s interest, they progress into the MoFu stage. By now, they understand the nature of their problem and are actively seeking a solution. Your job is to focus the discussion more closely on the specific challenges they face, while increasing the flow of relevant information to further build your credibility.

Common types of MoFu content: Ebooks, whitepapers and case studies.

Bottom of Funnel (BoFu)

The prospect is aware of your brand, interested in your approach and ready to engage one-to-one. All that remains is to convert them, and that means showing how 8x8 outperforms the competition...

Common types of BoFu content: Person-to-person meetings and demonstrations to showcase 8x8’s application to the prospect’s specific need.

Programme 1

Value Proposition Programme

What is it?

You know that you add value for your customers, but how can you articulate it most powerfully? We work with you as a 12-page Value Proposition and Sales Playbook to define your Unique Selling Proposition, while ensuring 8x8's own proposition works effectively in tandem with yours to set you apart from competitors.

What will you receive?

An agreed 10-page Value Proposition

Elements and costs

Includes:

- Desk research
- Partner Q and A
- 90-minute partner interview with the writer, and analysis
- Development of a 10-page playbook, amends and approvals, layout to navigable PDF

Cost £2,950

Who is it suitable for?	<ul style="list-style-type: none"> • Focus partners* • All Silver, Gold and Platinum partners • Master Agent
8x8 Focus	UCaaS/CCaaS, 8x8 Voice for Microsoft Teams, Small Business/Commercial
Duration	Delivered within the funding quarter
Benefits to you	<ul style="list-style-type: none"> • Cut through the noise and clearly articulate what your business offers and stands for. • Understand where you compete most strongly and any areas to play for. • Harness professional copywriting skills to amplify your and 8x8's joint message. • Ideal for partners who don't have an in-house copywriting resource. • Can be mixed and matched with other programmes.
Funding	Partners may apply for MDF funding (subject to availability and eligibility) or use their own funds to pay for the programme.
Lead nurture stage	Value Proposition - ToFu

* If you're interested but not sure the above criteria apply to you, please email us as you may still be eligible: partnersuccess@8x8.com

Programme 2

Copywriting Programme

What is it?

Harness the skill of professional technology copywriters to enhance your marketing and make the most of your 8x8 offering. Use this package to commission web content, blog posts, social media posts, award submissions, joint case studies, ad copy and more.

What will you receive?

Your requested copy in a preferred format

Elements and costs

Standard copy pieces

(web content, blog posts, social media posts, award submissions, ad copy) **£500.00 per piece**

Joint case study

(delivered as a two-page PDF) **£1,200 each**

Writing package A:

two standard pieces and one case study **£2,200**

Writing package B:

four standard pieces and one case study **£3,200**

Writing package C:

four standard pieces and two case studies **£4,400**

Who is it suitable for?	<ul style="list-style-type: none"> • Focus partners* • All Silver, Gold and Platinum partners • Master Agent
8x8 Focus	UCaaS/CCaaS, 8x8 Voice for Microsoft Teams
Duration	Three months from original commission
Benefits to you	<ul style="list-style-type: none"> • Make use of top-quality professional copywriting to amplify your and 8x8's joint message. • Ideal for partners who don't have an in-house copywriting resource. • Can be mixed and matched with other programmes.
Funding	Partners may apply for MDF funding (subject to availability and eligibility) or use their own funds to pay for the programme.
Lead nurture stage	<ul style="list-style-type: none"> • Blog posts - ToFu • Ebooks, white papers, reports, guides, templates, emails, ratings, reviews, FAQs - MoFu • Competitive comparisons, customer stories, testimonials - BoFu

* If you're interested but not sure the above criteria apply to you, please email us as you may still be eligible: partnersuccess@8x8.com

Programme 3

Partner Video Programme

What is it?

This comprehensive package includes:

- Consultancy to help you shape your video ideas, based on an understanding of your audience and likely usage
- Live on-location filming (e.g. at your premises), or footage captured using 8x8 Work
- Editing and post-production
- Dropbox storage
- Hosting of your video online

What will you receive?

A choice of:

- 1 long form film and 1 short form social clip
- 3 or 4 short form case studies

Elements and costs

£1,500

Who is it suitable for?	<ul style="list-style-type: none"> • Focus partners* • All Silver, Gold and Platinum partners • Master Agent
8x8 Focus	UCaaS/CCaaS, 8x8 Voice for Microsoft Teams
Duration	Three months from initial briefing/scoping
What's included?	<ul style="list-style-type: none"> • Film-making guidance and best practice. • Visual Walkthrough. • Advice on how to maximise your video investment (e.g. via additional channels like social media, webinars etc).
Benefits to you	<ul style="list-style-type: none"> • Develop a powerful library of video assets with support from a professional agency. • Amplify the joint message of your business and 8x8, with specially shot or existing footage.
Funding	Partners may apply for MDF funding (subject to availability and eligibility) or use their own funds to pay for the programme.
Lead nurture stage	<ul style="list-style-type: none"> • How to videos, videos, podcasts - ToFu • Demo Video - MoFu • Testimonials, customer stories - BoFu

* If you're interested but not sure the above criteria apply to you, please email us as you may still be eligible: partnersuccess@8x8.com

Programme 4

Digital First Programme

What is it?

Find out how you rank in terms of your digital presence (using a simple but effective audit process) and explore a range of ways to improve your standing.

What will you receive?

- A comprehensive Digital Audit
- 12-week digital optimisation programme designed to address the audit findings, tailored to your needs from a menu of appropriate tactics

Elements and costs

£6,000

Who is it suitable for?	<ul style="list-style-type: none"> • Focus partners* • All Silver, Gold and Platinum partners • Master Agent
8x8 Focus	UCaaS/CCaaS, 8x8 Voice for Microsoft Teams
Duration	12 weeks
What's included?	<ul style="list-style-type: none"> • Audit of your current digital and social presence. • Agreement of the most appropriate digital tactics for your business. • Tailoring of those tactics to your precise needs. • Setting of KPIs and other success metrics. • A 12-week campaign period, with end-to-end support from the agency to ensure tactics are properly executed.
Benefits to you	<ul style="list-style-type: none"> • Stronger overall digital performance. • Upskilling of your in-house resource. • More effective use of digital platforms to generate leads and attract prospective customers.
Funding	Partners may apply for MDF funding (subject to availability and eligibility) or use their own funds to pay for the programme.
Lead nurture stage	<ul style="list-style-type: none"> • Social Media updates - ToFu • Ebooks, white papers - MoFu • Customer stories & testimonials - BoFu

* If you're interested but not sure the above criteria apply to you, please email us as you may still be eligible: partnersuccess@8x8.com

Programme 5

Individual Executive Digital Healthcheck

What is it?

A companion to our Digital First Programme that focuses on your executive team. The aim? To assess their social media presence and recommend improvements that could help drive sales.

Why not bring the rest of your sales and tech team up to speed with social selling? Ensure they sign up to 8x8's Social Selling Quarterly Training and Six Week Challenge.

What will you receive?

Results for each executive are delivered via a dedicated call and a four-page PowerPoint deck.

Elements and costs

£1,200

**Sign up to
8x8 Partner Training**

Who is it suitable for?	<ul style="list-style-type: none"> • Focus partners* • All Silver, Gold and Platinum partners • Master Agent
8x8 Focus	UCaaS/CCaaS, 8x8 Voice for Microsoft Teams
Duration	Delivery within the funding quarter
What's included?	<ul style="list-style-type: none"> • Audit, recommendations and reports for each executive.
Benefits to you	<ul style="list-style-type: none"> • Ensures that everyone responsible for selling 8x8 has an optimised, fit-for-purpose social media presence.
Funding	Partners may apply for MDF funding (subject to availability and eligibility) or use their own funds to pay for the programme.
Lead nurture stage	Executive Digital Healthcheck – MoFu

Elements and Cost

- We'll audit each executive individually on LinkedIn, Twitter, Facebook and via Google search, to understand their footprint and determine how their profile stands out from the crowd.
- With a focus on LinkedIn as the primary professional social network, we'll review each executive's profile, posts, engagement levels and the richness of their shared content, with scores given in each area.
- We can also benchmark them against peers according to LinkedIn's own Social Selling Index and other key metrics. Further analysis is possible if temporary access is granted to their LinkedIn account.
- Recommendations will be made to optimise their profiles ready for increased outreach and content creation. We will also share peer group examples for inspiration.

* If you're interested but not sure the above criteria apply to you, please email us as you may still be eligible: partnersuccess@8x8.com

Programme 6

TechTarget Lead Generation Programme

What is it?

An opportunity to access leads from among the most active accounts on TechTarget’s intent database, which researches UC, CC and Digital Transformation activity on their network.

Content marketing support which allows you to influence buyers with jointly branded 8x8 content that also promotes your messaging. This will be distributed to “topically active” prospects based on their current research behaviours and interests.

What will you receive?

- Prospect “active” leads

Elements and costs

£5,000

Who is it suitable for?	<ul style="list-style-type: none"> • Platinum partners • Master Agent
8x8 Focus	UCaaS/CCaaS, 8x8 Voice for Microsoft Teams
Duration	Completion within the funding quarter
What’s included?	<ul style="list-style-type: none"> • Prospect “active” leads.
Benefits to you	<ul style="list-style-type: none"> • Take advantage of qualified, opted-in leads from prospects who are actively looking for UC and CC solutions. • Enjoy support from a respected channel publication that harvests leads from its many websites.
Funding	Partners may apply for MDF funding (subject to availability and eligibility) or use their own funds to pay for the programme.
Lead nurture stage	Lead Generation - ToFu

Programme 7

Sponsorship Programme

What is it?

Receive funding for sales incentives, raffles and other activities to help engage your team with the 8x8 proposition and drive sales, in a way that conforms to your company policies.

Elements and costs

£4,000

Who is it suitable for?	<ul style="list-style-type: none"> • All Silver, Gold and Platinum partners • Master Agent
8x8 Focus	UCaaS/CCaaS, 8x8 Voice for Microsoft Teams
Duration	Completion within the funding quarter
What's included?	<ul style="list-style-type: none"> • Funding as agreed, and best practice guidance from 8x8.
Benefits to you	<ul style="list-style-type: none"> • Reward your sales teams for delivering 8x8 solutions, in a way that fits with your own company guidelines.
Funding	Partners may apply for MDF funding (subject to availability and eligibility) or use their own funds to pay for the programme.
Lead nurture stage	Sponsorship Programme – ToFu

Programme 8

Account-Based Marketing Programme

What is it?

Identify your highest-value accounts and include them in an account-based marketing programme with 8x8. With support from our agencies, we can research and identify contacts at each of the companies you include, with a view to sending them personalised, co-branded marketing materials.

What will you receive?

- Strategic account and contact mapping
- Up to five co-branded pieces of relevant 8x8 content for each contact

Elements and costs

Starts from £5,000

Costs are calculated on a per-customer, per-organisation basis

Who is it suitable for?	• Platinum partners
8x8 Focus	UCaaS/CCaaS, 8x8 Voice for Microsoft Teams
Duration	Completion within the funding quarter
Benefits to you	• Steal a march on your competitors by reaching out to high-value contacts with personalised content that promotes your brand and 8x8.
Funding	Partners may apply for MDF funding (subject to availability and eligibility) or use their own funds to pay for the programme.
Lead nurture stage	• Account-Based Marketing - MoFu, BoFu

Programme 9

Partner Intelligence Insights Programme

What is it?

Let our partner agency provide you with 360° intelligence. Get contextualised, relevant insights and intel to support your sales teams and drive the conversations your customers want to have.

- Includes real-time alerts
- Intelligence is contextualised to the 8x8 portfolio
- Access the information via your own secure online portal
- Includes access for up to five sales users

What will you receive?

- Real-time alerts
- Access to the online platform

Elements and costs

£3,000 per four-week cycle

Who is it suitable for?	• Gold and Platinum partners
8x8 Focus	UCaaS/CCaaS, 8x8 Voice for Microsoft Teams, Small Business/Commercial
Duration	Completion within the funding quarter
Benefits to you	• Receive quality intelligence to back up your marketing and sales decisions and choose from vertical, industry.
Funding	Partners may apply for MDF funding (subject to availability and eligibility) or use their own funds to pay for the programme.
Lead nurture stage	Partner Intelligence – ToFu, MoFu

Programme 10

Blitz (Floor) Day in a Box

What is it?

A branded 8x8 “floor day” at your business, with concentrated, on-the-ground support to help your team sell **8x8 Voice for Microsoft Teams** or 8x8’s **UC/CC combo proposition**.

What will you receive?

We supply the following to help ensure a fruitful sales day:

- Funds to purchase account data
- 8x8 training
- Content and branded merchandise
- Included in the package is a three month licence for Aprimo, 8x8’s marketing automation platform.

Elements and Costs - £2500 (20 participants max)

A **free licence** for **Aprimo**, 8x8’s marketing automation platform, is also available if you run one of two qualifying marketing campaigns (UC/CC combo or 8x8 Voice for Microsoft Teams).

Elements and costs

£2,500 (20 participants max)

Who is it suitable for?	<ul style="list-style-type: none"> • Authorised partners • Focus partners* • All Silver, Gold and Platinum partners • Master Agent
8x8 Focus	UCaaS/CCaaS, 8x8 Voice for Microsoft Teams
Duration	Completion within the funding quarter
Benefits to you	<ul style="list-style-type: none"> • Drive your sales pipeline with a ready-made “one-hit” campaign kit. • Included in the package is a three month licence for Aprimo, 8x8’s marketing automation platform.
Funding	Partners may apply for MDF funding (subject to availability and eligibility) or use their own funds to pay for the programme.
Lead nurture stage	Blitz (Floor) Day in a Box - ToFu

* If you’re interested but not sure the above criteria apply to you, please email us as you may still be eligible: partnersuccess@8x8.com

Programme 11

8x8 Microsite Content Programme

What is it?

All the content you need to create a co-branded 8x8 microsite for potential customers

What will you receive?

The main deliverable is a digital file containing your microsite content (imagery, copy, code etc), ready to go live.

Our **core microsite package** generally includes **five content sections** (e.g. covering 8x8's proposition, solutions, business benefits and other key themes). If your microsite requirements are more complex, we can create a bespoke approach and costing to meet them.

Elements and costs

£3,500

Who is it suitable for?	<ul style="list-style-type: none"> • Authorised partners • Focus partners* • All Silver, Gold and Platinum partners • Master Agent
8x8 Focus	UCaaS/CCaaS, 8x8 Voice for Microsoft Teams, Small Business/Commercial
Duration	Scope, write and deliver within the funding quarter
What's included?	<ul style="list-style-type: none"> • A session with the agency's copywriter to understand your brand tone of voice and ensure all 8x8 content on your microsite is fully aligned with it. • Content writing for your microsite. • Sourcing of imagery that fits with your brand guidelines.
Benefits to you	<ul style="list-style-type: none"> • There's no need to worry about creating content for your 8x8 microsite. Let us talk to your team and do the hard work for you, with a result that's both deeply engaging and easy to understand for your customers.
Funding	Partners may apply for MDF funding (subject to availability and eligibility) or use their own funds to pay for the programme.
Lead nurture stage	Microsites, infographics, landing pages - MoFu

* If you're interested but not sure the above criteria apply to you, please email us as you may still be eligible: partnersuccess@8x8.com

Programme 12

Digital Banners Programme

What is it?

Want to run a new campaign or raise awareness of 8x8 among your customers? We work with you to create a powerful suite of online banners and other promotional material, each specially designed to reflect the essence of your brand and the 8x8 proposition. It's everything you need to make a real impact via social media, search engines and your own website.

What will you receive?

While the exact combination of designs can vary, a typical output for our core package price generally includes **3 gifs/banners, 2 social posts** (e.g. for Twitter, Facebook or LinkedIn) and copy for **online sponsored content**.

If your needs differ substantially from the core package, we can discuss a bespoke approach and pricing.

Elements and costs

£2,500

Who is it suitable for?	<ul style="list-style-type: none"> • Authorised partners • Focus partners* • All Silver, Gold and Platinum partners • Master Agent
8x8 Focus	Operate from Anywhere; Connect Everywhere
Duration	Completion within funding quarter
What's included?	<ul style="list-style-type: none"> • Expert consultation on content, creative approach and the most effective combination of digital assets for your needs. • Time with a professional copywriter to fine-tune any wording. • Two rounds of design to get things as you want them. • Completed design assets in your preferred format.
Benefits to you	<ul style="list-style-type: none"> • Seize the opportunity to present your brand online with maximum impact, while reaching new customers and boosting potential sales. • Our expert approach takes the stress and complexity out of the design process, bringing you a suite of ready-to-use banners and posts that are rooted in your brand vision, using techniques and visuals known to increase click-through.
Funding	Partners may apply for MDF funding (subject to availability and eligibility) or use their own funds to pay for the programme.
Lead nurture stage	Digital Banners – ToFu, MoFu

* If you're interested but not sure the above criteria apply to you, please email us as you may still be eligible: partnersuccess@8x8.com

Programme 13

SEO Express Programme

What is it?

Around 60% of the buying process happens before a prospect even talks to your sales team. The upshot? Your brand needs be one of the first things they see at the start of that process, when researching solutions on Google.

What will you receive?

A focused, expert approach to kick-starting your SEO success.

Elements and costs

Cost: £1,995

Who is it suitable for?	<ul style="list-style-type: none"> • Authorised partners • Focus partners* • All Silver and Gold partners
8x8 Focus	Operate from Anywhere, Connect Everywhere
Duration	Completion within the funding quarter
What's included?	<ul style="list-style-type: none"> • Technical audit of your site's "findability". • Actions to address priority issues. • Performance analysis for your 8x8 Keywords. • Web copy optimisation for areas of your site that detail 8x8 solutions. • "Before and after" Google rankings.
Benefits to you	<ul style="list-style-type: none"> • Maximise your Google Search presence to make your business - and especially your partnership with 8x8 - as visible as possible to customers in the early stages of the buying cycle. • We make sure Google can index your site and that vital components are in place to improve your Google ranking and ensure your priority propositions are easily found.
Funding	Partners may apply for MDF funding (subject to availability and eligibility) or use their own funds to pay for the programme.
Lead nurture stage	SEO - ToFu

* If you're interested but not sure the above criteria apply to you, please email us as you may still be eligible: partnersuccess@8x8.com

Programme 14

SEO Expert Programme

What is it?

Google is both a hyper-competitive environment and a must-win element of your marketing strategy. Our SEO Expert Programme covers everything from the essential basics to a wide range of advanced techniques and tactics, enabling you to out-market the competition in this key area of online engagement.

What will you receive?

A comprehensive, sophisticated approach to help transform the effectiveness of your SEO and give your business maximum profile early in the buying journey.

Elements and costs

Cost: £3,250

Who is it suitable for?	<ul style="list-style-type: none"> • Focus partners* • All Silver, Gold and Platinum partners
8x8 Focus	Operate from Anywhere, Connect Everywhere
Duration	Completion within the funding quarter
What's included?	<ul style="list-style-type: none"> • Site strategy workshop. • Qualitative and quantitative performance evaluation. • Technical remediation. • Prioritised remediation of UX, content and links. • Recommendations for continuous improvement.
Benefits to you	<ul style="list-style-type: none"> • Watch your SEO presence leap to a whole new level with bespoke help from a team that understands your competitive landscape in depth. • Our expert approach is competitor-focused, proposition-led, and able to deliver the marginal gains that drive excellence in a complex marketplace.
Funding	Partners may apply for MDF funding (subject to availability and eligibility) or use their own funds to pay for the programme.
Lead nurture stage	SEO - ToFu

* If you're interested but not sure the above criteria apply to you, please email us as you may still be eligible: partnersuccess@8x8.com

Glossary

A Marketing Qualified Lead (**MQL**) is a lead that has indicated interest in a product or a service based on marketing efforts.

A Sales Accepted Lead (**SAL**) is a MQL that has been reviewed and passed to the sales team for approval. An MQL becomes a SAL when the sales team accepts a lead from the marketing department to nurture.

A Sales Qualified Lead (**SQL**) is a SAL that has been accepted by the sales teams and meets a qualification criteria. A SQL is a prospective customer that has been researched and vetted – and is deemed ready for the next stage in the sales process.

Thank you

If you have any questions please email:

Partnersuccess@8x8.com



8x8, Inc. (NYSE: EGHT) is transforming the future of business communications as a leading Software-as-a-Service provider of voice, video, chat, contact center and enterprise-class API solutions powered by one global cloud communications platform. 8x8 empowers workforces worldwide to connect individuals and teams so they can collaborate faster and work smarter. Real-time analytics and intelligence provide businesses unique insights across all interactions and channels so they can delight end-customers and accelerate their business. For additional information, visit www.8x8.com, or follow 8x8 on LinkedIn, Twitter and Facebook.

© 8x8, Inc. All Rights Reserved. Unless otherwise specified, all trademarks identified by the ®, ™, or SM are registered trademarks, trademarks, or service marks respectively of 8x8, Inc.

