

Ingram Micro | Agency Express

**INGRAM
MICRO**
Partner Smart

Monthly E-Newsletter

www.ingrammicro.com/agencyexpress



A banner can save you money on e-newsletter subscriptions

Find out how by visiting www.ingrammicro.com/agencyexpress

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Weekly Marketing Webinar

Join us every Thursday at 10:00 am PST for an in-depth look at Ingram Micro's self-service marketing tool: **Agency Express**. Register [here](#)



Smart Business Branding

(Actual article from Agency Express Content Library)

Branding makes your business recognizable and unique. Find out how to distill the message you want to carry to consumers into a snapshot of your company. Your brand may be people's first and most lasting impression of your business, and it should be consistent, whether they encounter you online, in your store, or in print. [..view article](#)

Joke of The Week



"We need to disguise these numbers. Take this down to accounts receivable."

What is an e-newsletter and why should I use it?

By Matthew Pincus, Agency Express Marketing Manager

"It is a lot easier to *keep* a customer than find a new one."

Keep in touch with your clients every month, building loyalty and providing useful information and insight by choosing from our library of technology and productivity driven articles.

How does it work?

Use our online form to provide us some basic information, then we will work with you to create a completely unique layout. Each month we will remind you to choose which of our latest articles you'd like to include. We deliver the newsletter for you, and maintain your list, so you don't need to worry about opt-outs and CAN-spam laws. We also provide you with industry-leading, automatic, reporting each week so that you know who is reading and which articles are most popular.

To make it even easier, you can select the default option, where we deliver your unique newsletter by choosing our latest and greatest content for you. Stay in touch and build your relationships without ever lifting a finger!

How much does it cost?

\$3,000 pays for a year-long subscription including monthly email deployment to up to 2,000 of your customers, access to our growing library of content of over 270 article in 30 categories, and detailed weekly reporting

\$3,200 entitles you to send up to 5,000 of each edition.

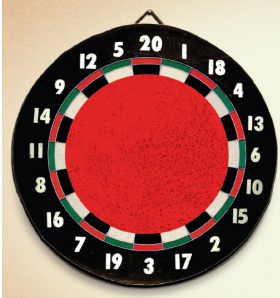
Can I get it for less?

Include one of our participating manufacturer's banner ads and earn a \$250 credit on Agency Express each month it is used. That credit is valid on your next newsletter subscription and any of that manufacturer's market-ing material. Use one each month and your subscription is practically paid for.



Agency Express: The Self-Service Marketing Portal

www.ingrammicro.com/agencyexpress



Yes, it's that easy.

We know. You already generate new business through referrals and networking events. But isn't it time to step it up a notch? Can you really have too much business? We don't think so. That's why Agency Express offers resellers fast, affordable and easy-to-use professional marketing services, including:

- Customized ads and direct mailers
- Targeted outcall and e-mail programs
- Purchasable database/contact lists
- Manufacturer-development funding opportunities

With Agency Express, you don't have to be a marketing expert to get results like one.

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