

MARKETING

At Westcoast we have a team of experienced IT marketing specialists available to help you drive your business, generate demand and ensure your marketing stands out from the crowd.



Our marketing team works with our customers and vendors to provide the channel with access to the latest products, promotions, events and training opportunities.

Strategy, planning, execution and reporting support

We can offer help identifying your business objectives, target audiences (and the best way to market to them), assist in activity execution and provide a structure by which you can track the ROI around your campaigns.

Co-brandable campaigns and assets

Our online marketing tool allows our resellers to create digital marketing assets fully co-branded with logos and contact details, ready to send to end customers. Assets range from emails to banners and flyers, and they're all free.

Bespoke design and content creation

Whether it's your new brand, a website or a niche campaign you want to run, our team of industry designers and content writers will take your brief and turn it into a go-to-market campaign.

Social media planning and support

It can be difficult to find the time in today's world, but social media is an essential marketing channel and often the first place customers will go to find out information about you. We can help with strategy, planning and execution, or simply provide training sessions for beginners.

PR and communications

Having the right image is everything. We can advise you on how best to communicate with your stakeholders, whether it's the press, customers or vendors – we'll help you convey the image you want.

Enablement resources

Our team manages a range of events, webinars and training days for partners. We also have a wealth of content including case studies, videos and infographics across our website and microsites for resellers to use.

Please contact us to find out more:

UK

0118 912 6000

www.westcoast.co.uk/services

IRE

01 404 6000

www.westcoastireland.ie



WESTCOAST