



partner program



Selligent Marketing Cloud's agency partners include top agencies, marketing services providers, and systems integrators who share a common interest in driving customer success and unlocking the full potential of their clients and customers.

Becoming a Selligent Marketing Cloud partner gives you access to leads, marketing support, expertise, and materials unmatched in the global marketing cloud space.

While our programs are tailored to fit our different partners' individual needs, they all share three fundamental guiding principles:



Flexible: Our flat, flexible partner structure allows partnerships to grow freely - without restrictions, barriers, or tier pressure.



Growth-focused: We want to work with the savviest, most passionate partners in marketing. That's why we designed our program to be fair, reasonable, and focused on mutual business growth.



Speed: Agility allows Selligent Marketing Cloud to meet the needs of your (and your clients) business quicker than the competition. And because our partner program has no annual fees - you can start immediately.

PARTNERSHIP TYPES:

- **Systems Integrators:** Systems integrators facilitate the connection of the Selligent Marketing Cloud platform with a client's chosen eCommerce, Customer Service, or CX solutions.
- **Referral Agencies:** Referral agencies leverage the Selligent Marketing Cloud platform to build value-added services that help their clients achieve marketing success.
- **Resellers:** Resellers are an extension of Selligent Marketing Cloud and provide full support to clients, including Selligent Marketing Cloud implementation, platform training, and support.



PARTNERSHIP BENEFITS:

	Systems Integrators	Referral Agencies	Resellers
LEAD GENERATION & MARKETING SUPPORT			
Listing on the Selligent Marketing Cloud partner website with lead generation form	x	x	x
Sponsorship and speaking opportunities at Selligent Marketing Cloud events	x	x	x
Eligibility for Business Development representation and Partner Marketing function to support joint activities	x	x	x
Promotion of partner-led content and events	x	x	x
Access to Partner Portal with instant access to technical, marketing, and sales resources	x	x	x
Monthly newsletter with marketing and product updates	x	x	x
Certified Selligent Marketing Cloud partner badge	x	x	x
TECH/SALES SUPPORT AND TRAINING			
Dedicated Partner Manager	x	x	x
Access to Selligent Marketing Cloud Executive Sponsorship	x	x	x
Highly competitive rewards scheme	x	x	x
Prospect co-selling support from Selligent Marketing Cloud team	x	x	x
Client up-selling support from Selligent Marketing Cloud team	x	x	x
Sales training	x	x	x
Platform operation training	(x)	x	(x)
Implementation & onboarding training	x	(x)	(x)

Are you a cutting-edge marketing, customer experience (CX), and technology expert? Do you thrive in high-speed, high-growth environments? Do you love using technology to solve business problems?

Learn more about how to get involved with us as an agency partner at www.selligent.com/agency-marketing-consulting-partners. We look forward to hearing from you!

FEATURED PARTNERS

