



**open**  
**up a world of  
marketing possibilities**



## Welcome to the Partner Development Fund from ServiceNow.

It's designed to open up a world of marketing possibilities and support you in reaching your business goals.

The fund is created especially for partners. Choose from a wide range of marketing activities designed to fill your pipeline faster. You'll get access to best-in-class agencies who'll help you generate leads by expanding opportunities with new customers, reaching new customers and cross selling to existing accounts. Or, if you want to work with your own agency, that's fine too.

In short, we underpin all your marketing moves, starting with advice on the best first steps to take to reach your goals.

Our range of bespoke and fully managed marketing activities gives you:

- Access to marketing experts
- Pre-approved marketing activities, tailored to partners
- ServiceNow customized and co-branded content
- Straightforward, streamlined processes
- Better return on your marketing investment

We will help you reach your goals through different marketing activities, so you can improve market awareness, raise the profile of your organization, and generate leads.

**It's that simple. Keep reading to discover how it works.**

# More



**marketing experts  
at your command**

ServiceNow is working with Twogether to run and manage the Partner Development Fund. So, who are Twogether and why should you work with them?

**Twogether is a leading global B2B marketing agency with an unrivaled 100% focus on technology. They're experts in providing marketing services that are globally measurable, tailored to the channel and designed specifically to grow ROI.**

Over 20 years of multi-award-winning experience

Full marketing services from consultancy to campaign conception, messaging, creative and content development

A unique combination of insight, creativity, and digital expertise

Launching and managing campaigns for partners of some of the biggest names in technology

**servicenow®**

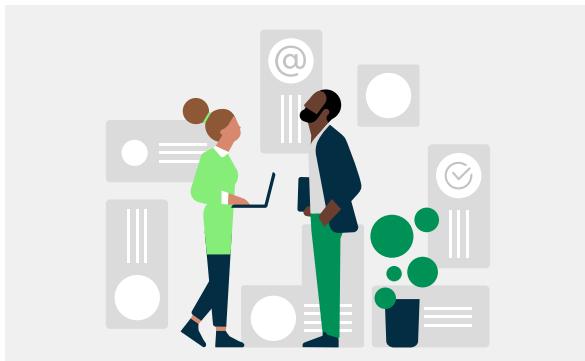
**twogether**

**Now it's time to step into the Partner Development Fund. Ready?**

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**01****How it works**

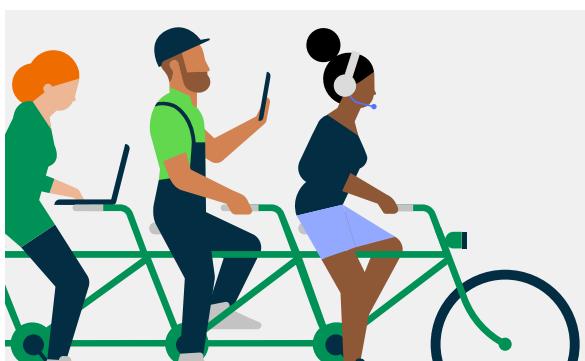
You'll unlock a wealth of opportunities as part of the Partner Development Fund. Read on to discover how.

**02****The campaign briefing process**

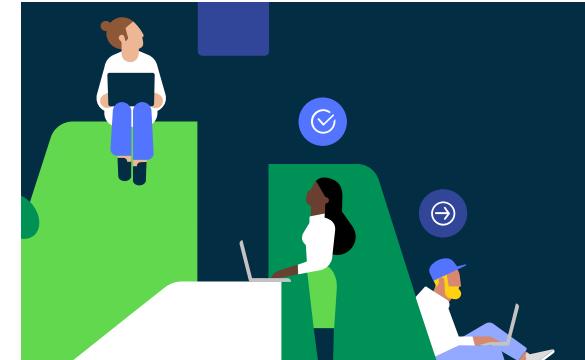
Together, we'll discuss your business goals and select the right activities to help you reach them.

**03****Funding your campaign**

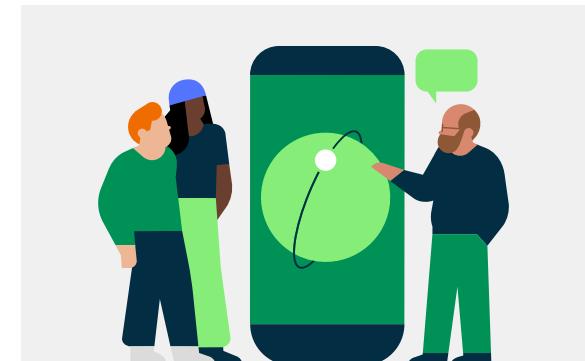
Understand the funding model and find out what you need to do to request funding.

**04****Business outcomes and marketing activities**

Explore the wide range of marketing activities tailored to your business goals.

**05****Campaign measurement and reporting**

We measure and report on the effectiveness of all these activities so you can be sure you'll achieve your objectives.

**06****Commitment**

To get the most from the Partner Development Fund, there are a few things you'll need to commit to.

**07****Let's get started**

Ready to go? All you need to do is log into the [Demand Center](#), choose your activities, checkout and book your briefing call.



## 01 How it works

You'll unlock a wealth of opportunities as part of the Partner Development Fund. Read on to discover how.

Firstly, the fund uses a co-investment model, which means that when you engage in any of the activities outlined in the guide, ServiceNow will match your investment up to a total of \$25,000.

You can choose any of the activities set out in the pages that follow, or you might want to use a combination. Twogether will be on hand to lend their marketing expertise and help you decide which activities will help you reach your business goals.

Everything you need to generate demand and grow your business is in this guide. All we need from you is your commitment.

### How we'll work together

From an initial briefing call, through to planning, execution, and reporting, the Twogether team will guide you through your entire campaign and help you use the best marketing practices to achieve your goals.

#### Step 1. Consult & plan

- At your initial consultation you'll outline your objectives, budget, and goals
- We'll develop a campaign plan together
- If you already have a campaign plan we'll support you to add extra features

#### Step 2. Identify the right content

- Agree on campaign collateral and assets for your campaign

#### Step 3. Execute campaigns & deliver leads

- Carry out marketing activities and gain visibility into performance
- Deliver leads for nurture and follow-up (lead generation campaigns only)

#### Step 4. Advise & report

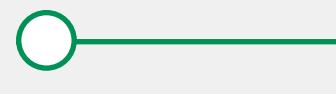
- We'll consult with you about lead follow-ups and reporting
- You'll get full campaign reporting from us

## 02 The campaign briefing process

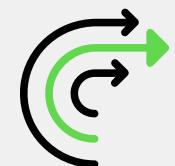
Your marketing campaign begins with a briefing call with your dedicated Twogether account manager.



We'll ask you some questions to help define the right brief, strategy, and activities.



Determine the objectives and plan for your business



Narrow down the kinds of campaign and activities that align with your goals



Establish whether you want to enter new markets or verticals, or cross and upsell to existing customers



Review and analyze your current capabilities and where we can best support you



We'll work out the **best combination** of digital marketing tactics, awareness, lead generation, and nurture activities to help you achieve your objectives



Set the **key target audience criteria** for your campaign



Create a **campaign roll-out plan** with next steps and outcomes

## 03 Funding your campaign

The Partner Development Fund uses a co-investment funding model. This means that whatever you decide to invest in the activities in this guide, ServiceNow will match your funding up to a total of \$25,000.

1 > 2 > 3

<p><a href="#"><b>Register</b></a> your interest</p>	<p>Have your briefing call with Twogether to select marketing activities</p>	<p>Begin your marketing program!</p>
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## 04 Business outcomes and marketing activities

There's a wide range of activities to choose from. They'll be tailored to your goals, your target audience, and industry verticals.

On the pages that follow, we'll outline each marketing activity, to explain what each one is, how it works, and what benefits it will offer.

	Acquire new customers	Expand existing accounts	Reach new markets	Accelerate opportunities
Value Proposition Health Check	✓	✓	✓	✓
Content Syndication	✓	✓	✓	✓
LinkedIn Demand Generation	✓	✓	✓	
LinkedIn Paid Social	✓		✓	✓
Email Lead Nurture/ABM Cluster Marketing	✓	✓	✓	✓
Social Selling	✓	✓	✓	✓
Digital Events	✓	✓	✓	✓
In-person Events	✓		✓	
Contact Data Acquisition	✓		✓	
PMC Campaign Execution		✓		✓



## Outcome-driven activities to speed you towards your goals

We've created a range of marketing activities designed to support you in achieving four different business outcomes:



### Acquire new customers

These activities are all designed to help you get seen and noticed by the right people. Perfect your message, publish the right content and share it in the right places, so you can start prospects on the journey to engagement.



### Reach new markets

Get in front of customers in different countries or verticals through a combination of activities designed to communicate your value proposition, generate demand, and nurture leads.



### Expand existing accounts

Grow and engage your existing customers through events, social media and targeted nurture campaigns that will allow you to cross sell and upsell to your existing customer base.



### Accelerate opportunities

Keep prospects engaged and speed them through the sales funnel through a combination of social media campaigns, lead nurture campaigns, content, and events.

## Flexible and targeted activities

First, it's important to point out that you can use more than one marketing activity within your campaign.

For instance, you may decide to broaden your reach and run several activities at the same time, such as social media and digital events.

Your marketing campaign will be flexible, so you can adapt it according to your business and markets.

Multi-language support is also available, and if you'd like to talk about a marketing activity or a campaign that isn't listed here, [\*\*please contact Twogether.\*\*](#)

Please note that costs detailed on the following pages are approximate and may vary based on the target audience, country, and activity. Exact costings will be confirmed as part of the marketing planning process.

**So, let's look at the different marketing activities you can choose.**





## Value proposition health check

The health check makes sure that your value proposition is right for your target audience. Finding the right message to engage a particular vertical or a specific job role isn't easy. We'll help you refine your current joint value proposition to incorporate the benefits of your ServiceNow expertise to help attract the right audience.

We'll run a health check on your current value proposition to evaluate how well it focuses on your unique selling point (USP), services, and knowledge, and make sure it forms a solid foundation for an effective call to action and go-to-market content approach.

Once we've refined your unique value proposition, based on what we know about your target customers and what motivates them, we'll use it to build out targeted marketing campaigns and stronger sales pitches.

### THIS ACTIVITY INCLUDES

- Initial call to review your value proposition
- Recommendations on adapting your joint ServiceNow marketing value proposition
- Refining your current proposition and creating copy blocks of 50, 100, and 350 words
- All planning, management, and execution

**From: \$8,000.**



## Content syndication

Content syndication uses co-branded content to attract prospects' attention. The content, (which can be an eBook, or whitepaper), explores issues related to your products and solutions, market dynamics, and future trends. You will be positioned as experts who can meet customer needs.

We join with media publications to target the campaign audience with relevant co-branded content. Prospects who engage with this content are then driven to a landing page where they can download the co-branded whitepaper or eBook. At this point they become a marketing qualified lead.

It's important to point out that these leads are not ready to buy and are right at the beginning of their buying journey. They will need to be nurtured through to an opportunity and will require further marketing and sales qualification.

### THIS ACTIVITY INCLUDES

- Provision of leads for follow up as they are generated. This includes full lead information: company name, size and industry, address, website URL, contact details, job title, email address, LinkedIn URL, answers to marketing questions, assets downloaded, name and URL of TechTarget media publication, opt in to be contacted and date/timestamp of download/call

### Digital/In-person event audience building

Target account list comes direct from you  
~50 Single Touch Leads  
Min. 45-day campaign  
**From: \$13,500**

### Acquire new markets Acquire new customers

Target audience criteria based  
~100 Single Touch Leads  
Min. 3-month campaign  
**From: \$25,100**

### Outcomes

### Account expansion

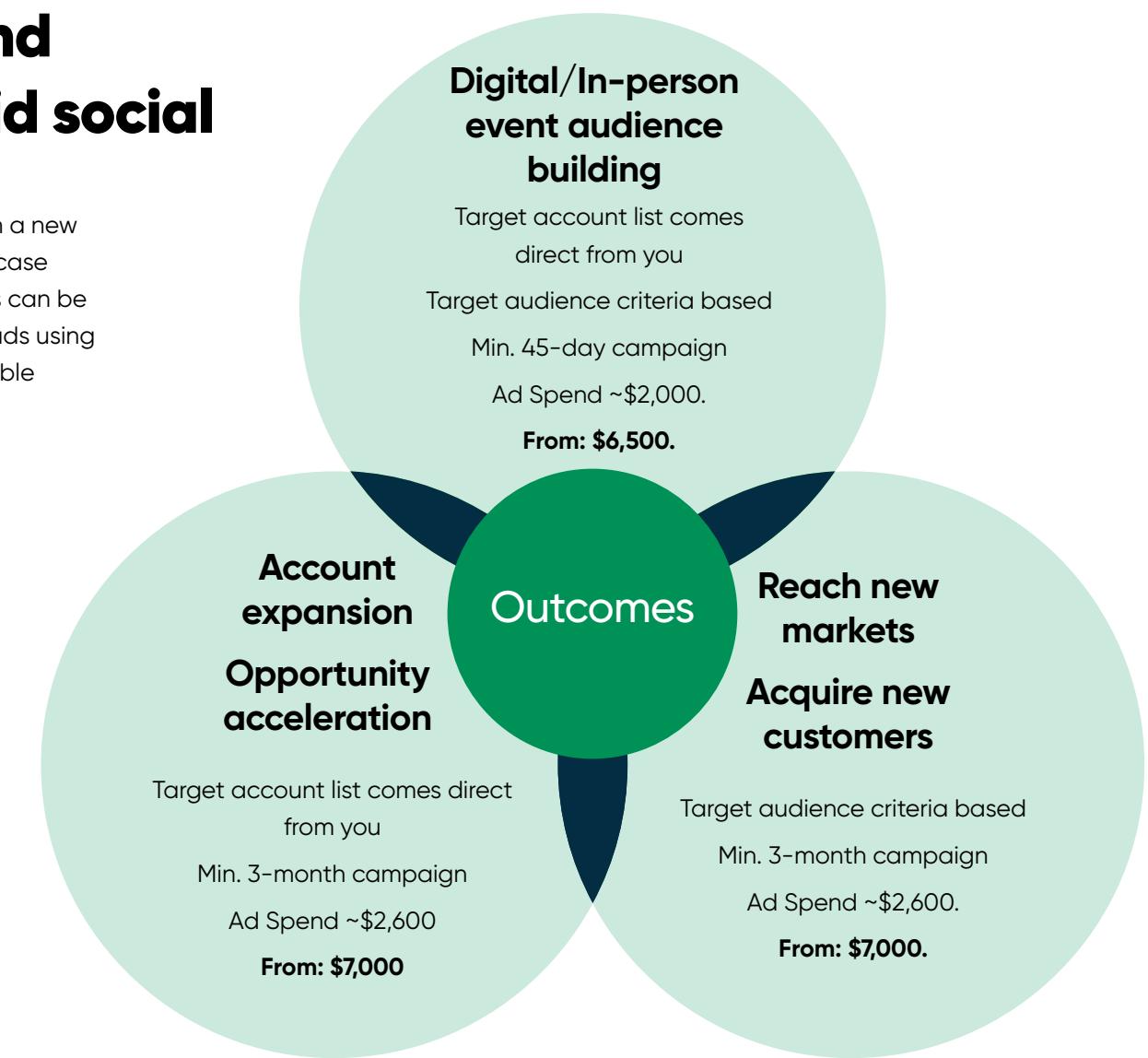
Target account list comes direct from you  
~100 Single Touch Leads  
Min. 3-month campaign  
**From: \$25,100**

- Briefing call to agree target audience, content, etc
- Up to five marketing qualifying questions related to the solution
- Best practice guides and advice on how to follow up on leads
- Full end-of-campaign reporting
- All planning, management, and execution



## LinkedIn demand generation/paid social

Use LinkedIn to drive awareness within a new or existing target audience and showcase your services and expertise. Prospects can be converted into marketing qualified leads using a demand generation form and valuable gated content.



### THIS ACTIVITY INCLUDES

- Campaign targeting, based on agreed company size, industry, or location, as well as job function and role seniority
- Messaging updates to drive downloads of your content (promoting an infographic, whitepaper, eBook, or video). We will run between 4 and 5 posts based on the above
- Marketing qualified leads from the demand generation forms, which will be provided to you directly for follow-up and nurture
- Ad performance monitoring
- Performance review and optimization
- Regular reporting
- All planning, management and execution

**Please note: Impressions, shares and engagement targets are dependent on the agreed target audience.**

# Email lead nurture/ABM cluster marketing

## Package one: Email lead nurture

This lead nurture kit gives you a starting point to set up a focused and personalized nurture campaign for Top of Funnel (TOFU) and Middle of Funnel (MOFU) leads to increase conversions from your marketing efforts.

This campaign uses existing ServiceNow high-value assets from a predefined selection of product and solution areas. We'll create personalized, engaging nurture content that's relevant to your target accounts and their challenges. You'll need to execute the content through your own email or marketing automation platform, such as HubSpot.

### THIS ACTIVITY INCLUDES

- Agree on the content and marketing channels (i.e. email, social media) and develop an activation plan and call to actions
- 5x nurture email copy
- 2x LinkedIn InMail copy
- 2x blog post copy
- 6x social media posts copy and imagery
- 2x adapt your existing case studies
- 2x personalization of existing ServiceNow eBooks (adding Partner logo, value proposition, offering/call to action sections)
- Partner to provide summary of results including live activity metrics over a 4-6-week duration
- All planning and management

**We'll also give you a best practice Nurture Guide along with your customized content. From: \$12,000.**

## Package two: ABM cluster marketing

Cluster marketing is a unique type of marketing that involves grouping customers with similar characteristics. This approach means you can target your marketing efforts to a specific group of people who are more likely to be interested in your services and solutions.

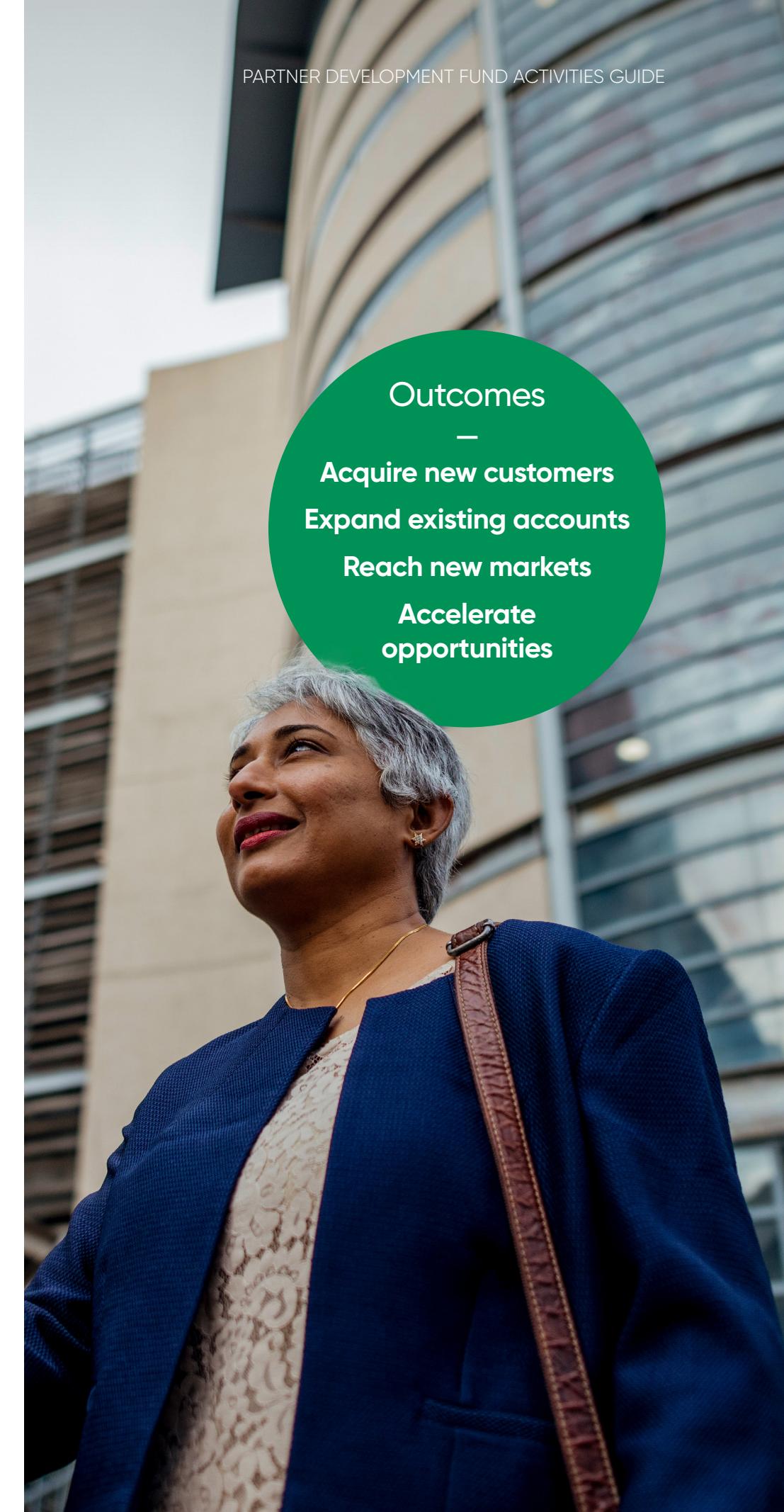
### THIS ACTIVITY INCLUDES

- Review target account list and create groups
- Review your messaging and sales/marketing engagement strategy
- Agree on the content and marketing channels (i.e. email, social media, landing page) and develop an activation plan and call to actions
- You can also use your own Folloze account or email automation
- 6x social media posts for partner accounts for two platforms only (copy and banner imagery)
- Landing page copy
- Review and adapt 2x existing case studies
- Personalization of an existing eBook (adding Partner logo, value proposition, offering, and call to action sections), or upscale to bespoke eBook
- Campaign set-up, co-branding, and creation of content
- Partner to provide summary of results including live activity metrics over a 4-6-week duration
- All planning and management

We'll create personalized, engaging content that addresses the challenges of the target accounts:

- 3x nurture email copy
- 1x LinkedIn InMail copy
- copy for 2x blog posts

**We'll also give you a best practice Nurture Guide along with your customized content. From: \$13,000.**



## Social selling

We'll provide you with a Social Selling Guide, plus social media content and assets your sales teams can use to plan and carry out a social selling strategy, alongside your demand generation marketing nurture.

We'll begin with a brief audit of your team members' social media accounts: making sure their LinkedIn profile is up-to-date and fully complete to ensure maximum results. We'll work with you to understand the audience you wish to engage so that we can create relevant content and conversation starters.

Then we'll give you a guide, along with hints and tips on maximizing your social media presence and utilizing content. This training guide will give you more social media confidence and get you fully equipped before you start engaging with prospective leads.

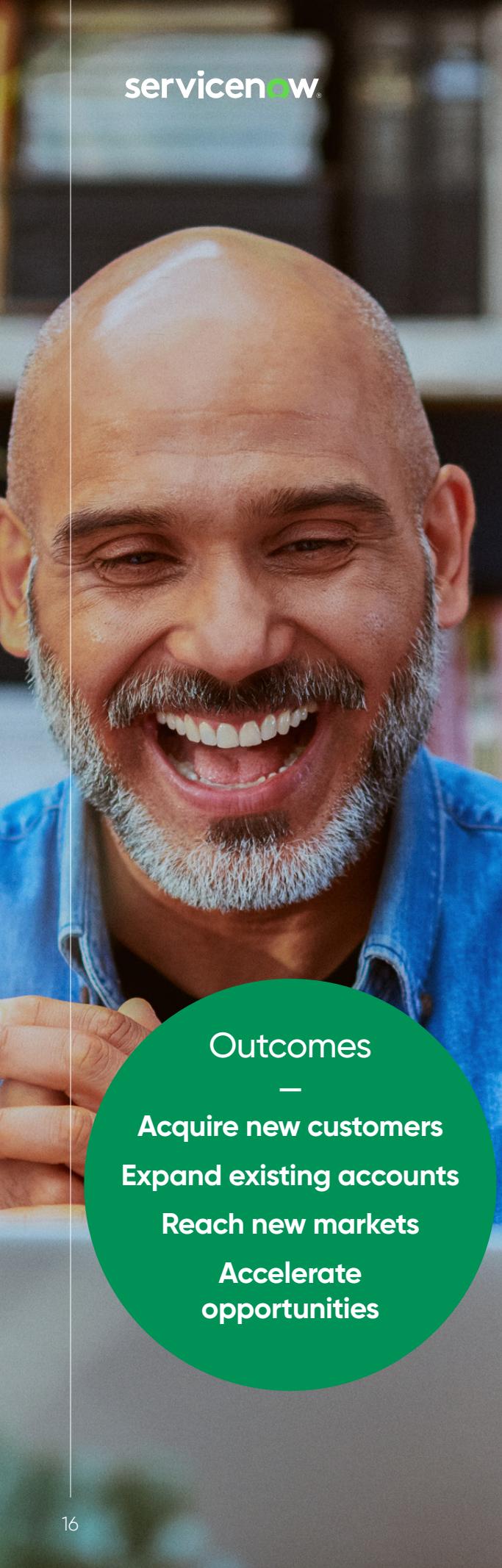
**THIS ACTIVITY INCLUDES**

- A social media content plan
- Relevant content and assets for the sales team to utilize across their social media channels

**From: \$13,500.**

A close-up photograph of a woman with dark hair tied back, wearing a light-colored trench coat over a dark top. She is looking down at a white smartphone held in her right hand, which has dark-painted fingernails. The background is blurred foliage, suggesting an outdoor setting.

**Outcomes**  
—  
**Acquire new customers**  
**Expand existing accounts**  
**Reach new markets**  
**Accelerate opportunities**



# Digital events

## Package one: 40 guaranteed webinar registrations

The webinar will be promoted for 8 weeks through various marketing approaches, including webinar invites and reminders. You'll be able to accept or reject registered participants. We'll provide a moderator who'll support the webinar and Q&A session.

Afterwards, the webinar will be available on-demand for the next 12 months. Webinar attendees and non-attendees will get post webinar communication including a link to the on-demand webinar. Post-webinar reporting will be shared with you promptly, including event stats, registration leads, questions, handout downloads, and webinar recording.

### THIS ACTIVITY INCLUDES

- Confirmation of topic, working with your speaker, event presentation, webinar title, optional handouts, Q&A session
- 8-week webinar promotion and registration reminders
- 40 registrations (number of webinar attendees not guaranteed)
- Provision of moderator and live event support
- Post webinar reporting and leads details
- Recorded webinar
- Post-webinar promotion
- All planning, management, and execution

**From \$20,000.**

## Package two: Webinar-in-a-Box content

Development of content to help support the delivery of your webinar. Outbound communications using existing ServiceNow campaign messaging for the focus product or solution. We'll provide the content for you to broadcast and host.

### THIS ACTIVITY INCLUDES

- Review (design, layout and copy editing), of your existing event or customer presentation (up to 10 slides)
- All planning, management and execution
- 3x invitation emails
- Registration landing page
- 3x follow-up emails

**From: \$8,000.**

## Package three: Digital roundtable event

Engage in an insightful digital roundtable discussion with potential prospects and existing customers. This event will give you valuable knowledge and networking opportunities to help drive your business forward. Win net new logos, expand your existing accounts, accelerate your sales cycles, and elevate your conversations to help position your organization as a trusted advisor.

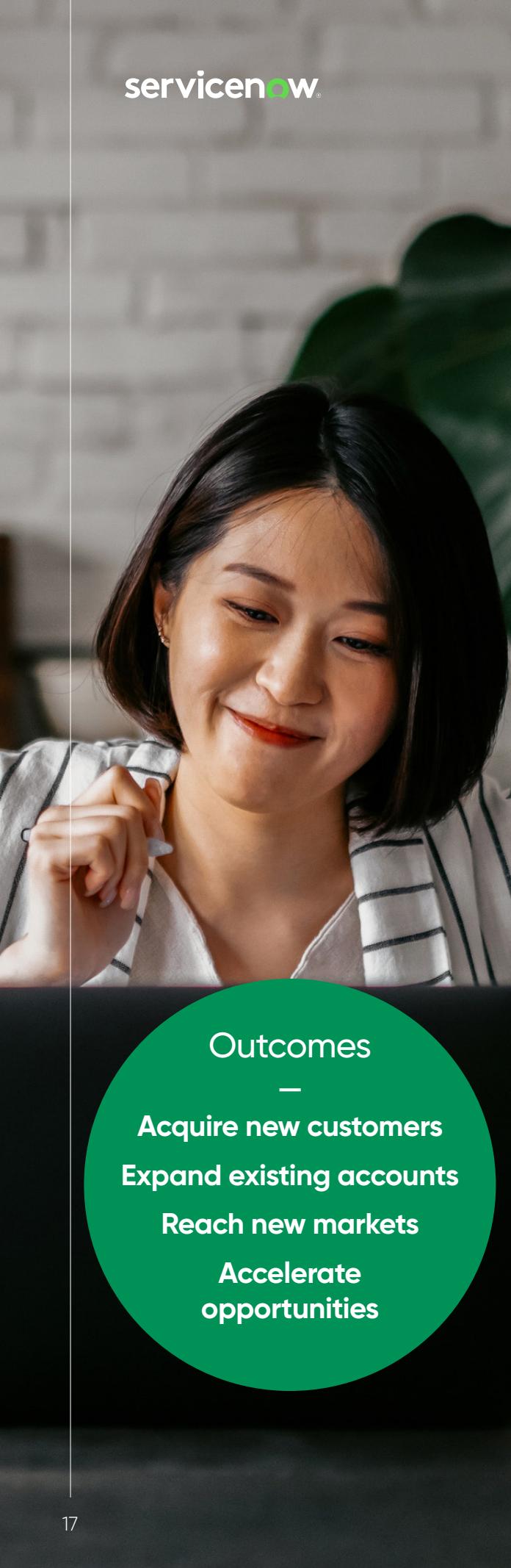
Digital roundtables are typically 90-minute networking conversations between 6-10 attendees. They focus on a shared challenge with an expert host to facilitate the conversation, getting you to the core of the issue and inspiring new ways of thinking.

### THIS ACTIVITY INCLUDES

- Invitation process (includes all creative costs)
- Pre-event guest communications
- Platform management
- Pre-program logistics and program management
- Post-event recap with link to event, attendance list and chat response
- ServiceNow expert in attendance

**All management of the event logistics pre- and post-event, and on the day will be included. You'll need to provide all contact details for attendees and manage the post event follow-ups and provide reporting on successful nurture.**

**From: \$15,000.**



#### Package four: Virtual experiences

Virtual event experiences (like wine, cheese, or chocolate tastings) are very easy to attend and can give you a higher attendance rate and larger global reach. This activity will help you reach a specific target audience of decision makers.

##### THIS ACTIVITY INCLUDES

- Example virtual experience event based on ten guests includes:**
- 1-hour virtual tasting and pairing experience with charcuterie food stylist
  - Gourmet charcuterie kit sent to each guest with creative insert
  - Branded charcuterie board sent to all guests
  - Management of shipping logistics to all attendees
  - Invitation process to include all creative costs
  - Pre-event guest communications
  - Platform management
  - Pre-program logistics and program management
  - Post-event recap with link to event, attendance list and chat response

**All management of the event logistics pre- and post-event, and on the day will be included. You'll need to provide all contact details for attendees and manage the post event follow-ups and share reporting on successful nurture. From: \$25,000.**

#### Package five: Audience data acquisition

A 2-month campaign to drive prospects and registrations to a ServiceNow and Partner event to include an estimated 5-10 registrations. This activity will drive agreed decision makers from your chosen target audience to your event. This will be based on either:

- Building a contact list: using a global contact database (based on your region) to create a list based on your target audience criteria

**or**

- You share a pre-selected target account list, and we then validate your data to build the initial contact list.

All contacts in the compiled list will be verified prior to any email or phone-based outreach.

##### THIS ACTIVITY INCLUDES

**Based on the agreed contact database, we'll execute a strategic outreach and registration plan. This will include:**

1. Email to contact list sent six weeks before event
  2. Outbound calling begins three days later
  3. Message relayed to prospects
  4. Qualify prospects throughout the process
  5. Register prospect by sending registration link, signing up prospect over the phone and/or sending calendar invite
  6. Reach 200% of target then stop (assume 50% drop off rate)
  7. Final confirmation calls done upon request 2 days before the event
- Agreement on the 'reply-to' email address
  - Creation of copy and HTML build for the outreach email
  - All planning, management, and execution

**You'll need to set up an event registration landing page before running this activity. From: \$18,000.**

# In-person events

## Package one: Venue sourcing for roundtable event

Engage in an insightful face-to-face roundtable discussion with potential prospects and existing customers. This event will give you valuable knowledge and networking opportunities to help drive your business forward. Win net new logos, expand your existing accounts, accelerate your sales cycles, and elevate your conversations to help position your organization as a trusted advisor.

Identify and source a venue for a roundtable event (max. 10 people) and manage venue and catering requirements.

- THIS ACTIVITY INCLUDES**
- Researching and sourcing suitable venue (subject to location and availability)
  - For budgeting purposes, please allow approx. \$125 per person per day for a delegate rate (includes two coffee breaks, lunch, meeting room hire, LCD projector and screen)
  - Management of venue and event catering

**You'll need to manage the event agenda, invitations, and follow-up. Excludes sourcing or booking of a non-ServiceNow keynote speaker. This can be made on request at an additional cost. From: \$8,000.**

## Package two: Venue sourcing for one-day event

Identify and source a venue for a one-day event (max. 25 people). This includes pre-event management support and onsite event manage present on the day.

- THIS ACTIVITY INCLUDES**
- Researching and sourcing adequate venue (subject to location and availability)
  - For budgeting purposes, please allow approx. \$125 per person per day delegate rate (includes two coffee breaks, lunch, meeting room hire, LCD projector and screen)
  - Manage all communications around the venue hire and event catering
  - Onsite event manager on the day
  - Subject to location, excludes onsite manager expenses such as travel, subsistence, accommodation

**N.B. Additional charges may apply for onsite fees based on location and distance to travel for the event. You'll need to manage the event invitations and follow-up. Excludes sourcing or booking of a non-ServiceNow keynote speaker. This can be made on request at an additional cost. From: \$10,000.**

## Package three: Audience data acquisition

A 2-month campaign to drive prospects and registrations to a ServiceNow and Partner event to include an estimated 5-10 registrations.

This activity will drive agreed decision makers from your chosen target audience to your event. This will be based on either:

- Building a contact list: using a global contact database (based on your region) to create a list based on your target audience criteria

**Or**

- You share a pre-selected target account list and we then validate your data to build the initial contact list.

All contacts in the compiled list will be verified prior to any email or phone outreach.

Based on the agreed contact database, we'll then execute a strategic outreach and registration plan.

This will include:

1. Email to contact list sent six weeks before event
2. Outbound calling begins three days later
3. Message relayed to prospects
4. Qualify prospects throughout process
5. Register prospect by: Sending registration link, signing up prospect over the phone and/or send calendar invite
6. Reach 200% of target then stop (assume 50% drop off rate)
7. Final confirmation calls done upon request 2 days before the event

- THIS ACTIVITY INCLUDES**
- Agreement on the 'reply-to' email address
  - Creation of copy and HTML build for the outreach email
  - All planning, management, and execution

**You'll need to set up an event registration landing page before running this activity. From: \$18,000.**

**Outcomes**  
—  
**Acquire new customers**  
**Reach new markets**

# Contact data acquisition

## Appointment setting

The aim of the activity is to secure up to five qualified sales appointments with an opted-in prospect. We will connect your sales team with interested potential purchasers to discuss your services and offering.

This cold outbound campaign will complement your other marketing activities and add more opportunities to your sales pipeline, from accounts that may not have been aware of you.

The campaign is designed to grow your revenue from your priority accounts.

Appointments are generated through telemarketing based around a specific solution offering and content rich asset (e.g. Whitepaper, eBook, Educational Guide). Content supplied by ServiceNow and co-branded.

### THIS ACTIVITY INCLUDES

- 16-week duration
- Campaign reporting
- Chasing of appointment acceptance
- Reminder 2 days prior to appointment
- All planning, management, and execution

**The expected campaign results will be confirmed based on target criteria (job title, verticals, company size, geography), and solution to be promoted. From: \$15,000.**





## Partner Marketing Center campaign execution

We'll execute a campaign, co-brand assets, and send to your data contact list on your behalf using the [ServiceNow Partner Marketing Center \(PMC\)](#).

We'll discuss your value proposition, offering, and CTAs with you and ensure that they're optimized for the campaign you want to run. We'll ask you about the quality of your data and discuss the relevant data compliance.

Once we've agreed which assets to run as part of the campaign, we'll collate and prepare all content for execution. Assets will be prepared and either published through the tool, or we'll give you files to use outside of the tool. You'll also get to know the Partner Marketing Center and all of the available content and resources to help you run a campaign using the tool in the future.

### THIS ACTIVITY INCLUDES

- Agree on the assets to run as part of the campaign
- Discuss your data list, ensuring PECR, GDPR and CCPA compliance as appropriate
- One day of copywriting
- We execute the campaign through the tool on your behalf – either publishing and hosting the assets on the tool, or downloading the assets for you to broadcast and host yourself
- Collation of all content, copy, and imagery for selected assets
- Provide reporting updates on the campaign and show you how to log in to download your leads
- Follow-up call with you to discuss progress with lead nurture
- All planning, management, and execution

**From: \$6,300.**

# Open up a world of opportunities



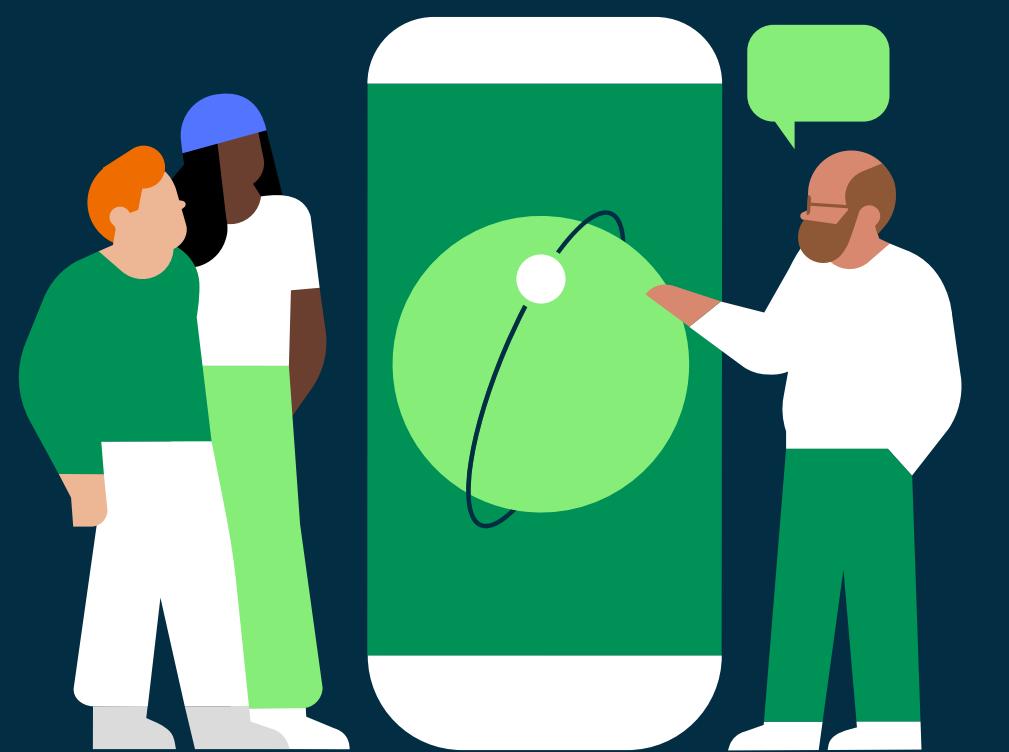
## 05 Campaign measurement and reporting

We constantly measure and monitor the effectiveness of all these marketing activities to make sure that your campaign will achieve your objectives.



## 06 Your commitment

The ServiceNow Partner Development Fund opens a world of opportunities, helping you get your brand name deep into your markets, grow your business, increase revenue, and boost profits.



At Twogether, we're excited to be working with you and we're looking forward to speeding you towards your business goals with these marketing activities.



Before you fully engage and participate with the ServiceNow Partner Development Fund, you need to make a commitment to the following to get the most from this service:



**Demonstrate** that you can sell the products included in your campaign



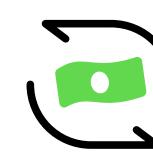
**Have the in-house capacity** to follow up on generated leads



**Commit to working with Twogether** for the duration of your campaigns



**Provide feedback** on the status of the leads to both Twogether and ServiceNow



Follow the steps highlighted on page 7 to **secure the funding** for your campaign

## 07 Let's get started

Ready to go? All you need to do is log into the Demand Center and follow these steps.



# 1

### Choose your activities

View and select activities based on the business outcomes you're aiming for. We've grouped them for you, just pick one or more to get started.

# 2

### Checkout

Add your activities to your basket, complete the request form and check out.



# 3

### Book your call with Twogether

Pick a date and time to discuss and create your marketing plan.



### Questions?

If you want to know more before joining the Partner Development Fund please get in touch with your ServiceNow Account Manager.

We look forward to working with you.

# unlock



**opportunity now**

**THE WORLD WORKS WITH SERVICENOW™**

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