



SOLUTIONS

# Marketing / Channel / Customer engagement

XPLANE HELPS YOU REACH YOUR AUDIENCE, HAVE AN IMPACT AND ACHIEVE MAXIMUM RESULTS

XPLANE | Dachis Group partners with sales and marketing executives from the early stages of planning a new campaign, through clearly identifying key customers and delivering the message to target audiences. Ongoing discovery sessions help establish product messaging and align tactical and process procedures. XPLANE develops customized go-to-market communication toolsets aimed at reaching your audience and achieving maximum results.

## Campaign options could include:

- + Discovery sessions: Product messaging, brand story and communication tool framework
- + Asset library
- + Internal strategy / planning
- + Internal presentations
- + Channel partner training
- + Blended learning for channel education
- + Social media applications
- + Go-to-market communication tools:
  - + Value proposition targeted to each audience
  - + Social media applications
  - + Sales presentations, brochures, solution sheets
  - + Interactive web-based demonstrations
  - + Whiteboard training (how to present the concept – live)
  - + Short animated movies (60-120 seconds)
  - + Research reports & white papers
  - + Webcasts and video presentations
  - + Facilitated workshops



www.xplane.com  
+1 866 750 6467 (U.S.)  
+31 0 20-2050750 (International)

**Portland**  
926 NW 13th Ave.  
Suite 220  
Portland, OR 97209  
USA

**St. Louis**  
1918 Locust St.  
St. Louis, MO 63103  
USA

**Madrid**  
Gurtubay 4, 1 Dcha.  
28001 Madrid  
Spain

**Amsterdam**  
Koningslaan 32-36  
1075 AD, Amsterdam  
Netherlands