

From prospecting to progression, IBM offers the marketing resources you need

New partner marketing kits on the enhanced IBM My Digital Marketing platform give you an advantage

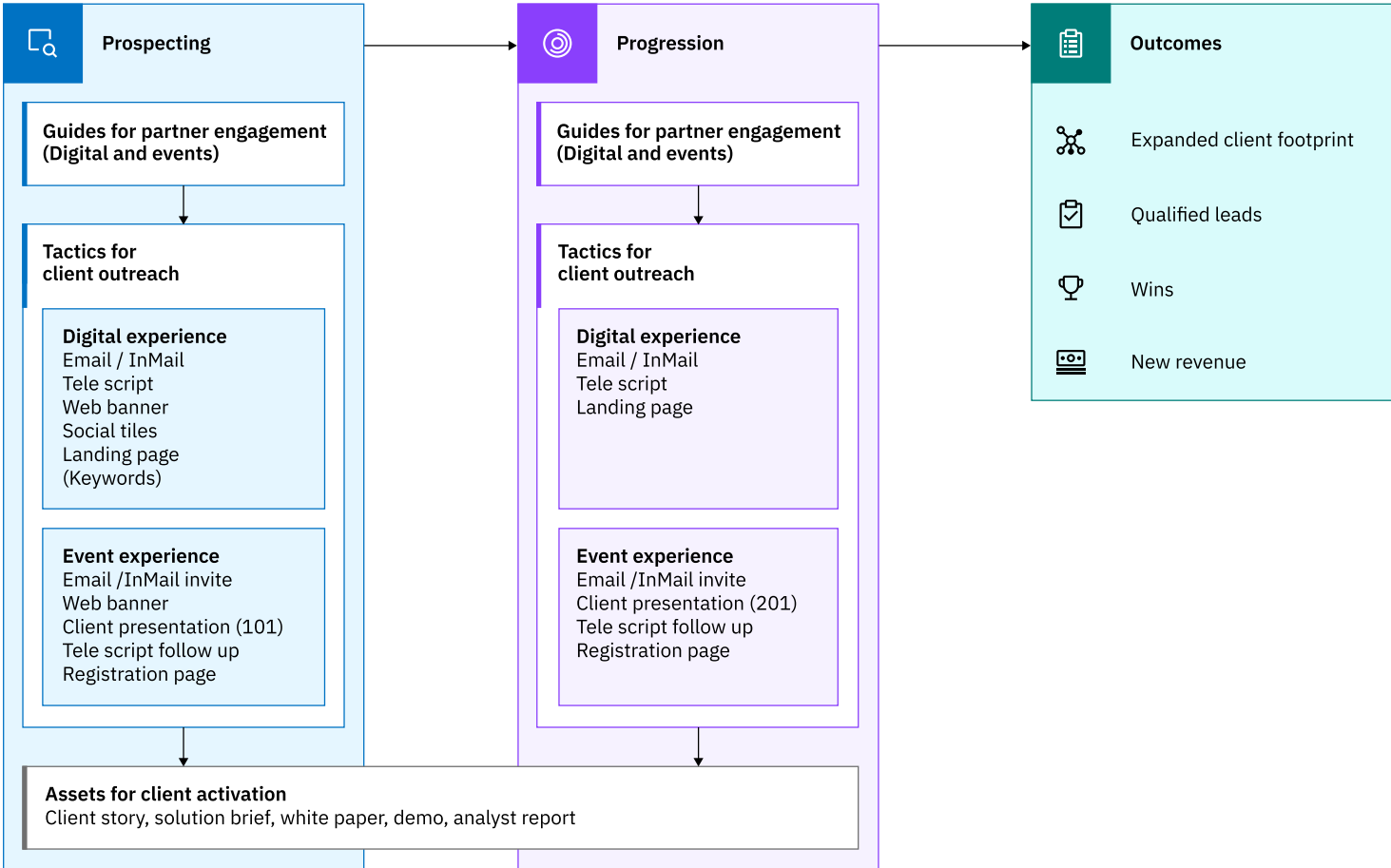
IBM® Partner Plus members—silver tier and above—as well as partners in the IBM New Partner Accelerator, have access to My Digital Marketing and its expanding library of customizable partner marketing kits at no cost.

Drive opportunity and demand

My Digital Marketing helps IBM Business Partners reduce the time and resources needed to plan, personalize, execute and measure marketing campaigns.

The automated platform features new marketing and demand generation kits specifically designed for prospecting and progression, with the goal to help you win more deals.

Partner marketing kits on My Digital Marketing



Features of the kits

- An end-to-end marketing journey to engage with prospects in both digital and event experiences
- Content to progress existing opportunities into wins
- Built-in guides to help you get the most out of the content and to support asset creation
- Alignment with IBM strategic plays and priority offerings
- Flexible options to add your own solution and service descriptions
- Use cases, audience pain points, and more

Whether you're sharing a social post to build awareness or promoting an event to generate leads, the assets in the partner marketing kits are clearly from you, with your logo and visual identity.

Plus, all captured interest and responses are routed to you—giving you full opportunity ownership.

Enhanced capabilities to accelerate execution

With the enhanced capabilities of My Digital Marketing, you can:

- Plan, build and activate the components of your campaign in minutes
- Navigate the refreshed user interface with guided activation to help you deploy the right marketing materials at the right time
- Access the asset library to locate whitepapers, solution briefs, videos and other content
- Connect with global audiences using the built-in translation tool to convert customizable text into 13 languages
- Easily track and measure your marketing efforts, then fine tune the tactics for your next campaign—for most partners, the iterations are unlimited

Launch your next campaign today

[Contact our concierge team](#) today for a personal tour of the enhanced capabilities and partner marketing kits on My Digital Marketing, or click the button below to visit the platform and get started on your own.

End-to-end customizable marketing campaigns are just a click away.

Visit IBM My Digital Marketing →

© Copyright IBM Corporation 2022

IBM Corporation
New Orchard Road
Armonk, NY 10504

Produced in the United States of America

January 2023

IBM, the IBM logo, IBM.com, and Partner Plus are trademarks or registered trademarks of International Business Machines Corporation, in the United States and/or other countries. Other product and service names might be trademarks of IBM or other companies. A current list of IBM trademarks is available on ibm.com/trademark.

This document is current as of the initial date of publication and may be changed by IBM at any time. Not all offerings are available in every country in which IBM operates.