Demand Generation

Resources for 8x8 Partners

When it comes to prospective buyers and lead conversion rates, quality counts. Grow your pipeline performance, register more deals and drive increased revenue with demand generation tools and resources for 8x8 partners. From account-based marketing to ready-to-execute campaigns and social assets to creative customer engagement events, our demand generation initiatives help target stakeholders with messaging that resonates and moves them through their decision journey.

Customizable Campaigns

Designed to drive awareness and engage customers, our campaign kits include ad banners, emails, landing pages, social imagery and copy blocks and can be personalized with your call to action and logo.

Campaign assets are available via **PartnerXchange** for partners with existing marketing automation platforms and via **Autom8** for partners wishing to leverage 8x8's easy-to-use tool.

Elev8 Blitz Days

Elev8 Days offer an easy way for partners to focus on opportunities with a high probability of closing quickly. The 8x8 team provides training, a prospect target list and support throughout the day.

Resources for 8x8 Partners

- White Papers
- Data Sheets
- Infographics
- Case Studies
- Reviews
- Webinars
- Videos
- ROI Calculator
- Campaigns
- RFP Process

8x8 Advocates

8x8 Advocates offers partners access to valuable brand-building social content. Social media marketing allows you to engage with your customers on the channels they actively tune into, establishing yourself as a thought leader. Easily share top trending news, articles and events with pre-created content or upload your own.

Educate and Elev8 Events

Exclusively available to partners and their top customers, 8x8 hosts an education and social networking series with stops from coast to coast. Each event begins with an afternoon of training followed by a VIP event experience.

8x8

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For more information, contact your 8x8 Field Marketing Manager