



Joint Marketing with Node4

Behind your technology lies a powerful story. We're here to help you tell it.



At Node4 Partner Markets, we understand that it's all well and good having great technology, but how do you ensure your customers hear about it?

Over the the years, we've developed a tried and tested campaign toolkit, which will help you tell your customers your story. It covers our entire service portfolio, consisting of marketing collateral, content, events, stock photography and video footage, documents and more.

A man with a beard, wearing a dark jacket with 'Node4' on the sleeve, is working on a server rack in a data center. The scene is dimly lit with a warm, orange-red glow from the server lights. The man is focused on a specific component within the rack, with his hand reaching in. The background shows more server racks and a dark hallway.

Photography

Wave goodbye to cheesy stock photography

Our photographic style reflects real life, real people and real technology – so you can present your customers with the real you. We're an extension of your team, after all.

We can provide you with access to our entire library of stock imagery, shot on location at Node4 sites, plus our in-house design team can add your branding to our photography. Whether it's adding your logo to the background or making it appear on a polo shirt, we're on hand to help.



Video

If a picture is worth a thousand words, what does that mean for video?

We have accumulated an extensive library of video footage over the years, showcasing the resilience, security and capability of our Tier-3+ UK data centres, and the rest of our industry-leading technology. We can supply you with the footage you need to give you the credible edge your customers are looking for in their IT infrastructure and services partner.

We can whitelabel existing Node4 video content such as data centre tours and product demonstrations, as well as offering you one day per financial quarter with our in-house creative team for bespoke video projects.

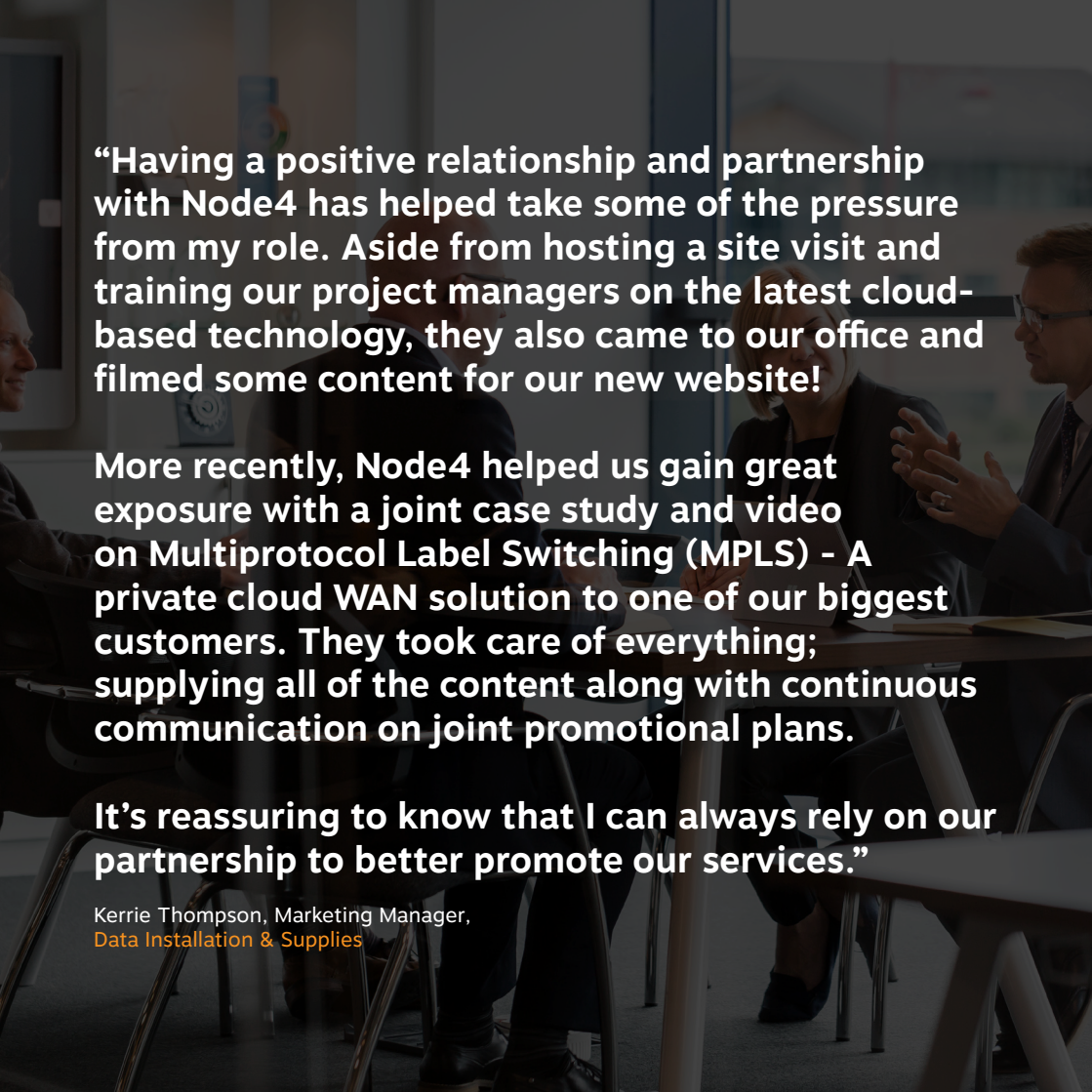
Content

Give your customers the resources they need to make the right decisions for their business

Knowledge is power. With such a broad portfolio at your disposal, it's vital that your customers don't just get an at-a-glance view of what you have to offer, but they also completely trust that you not only understand the challenges they face, but also have the expertise to solve them.

Our whitepapers, datasheets and eBooks (*to name just a few of the resources available to you*) can help you demonstrate just that.

Our dedicated team can deliver whitelabelled collateral such as whitepapers, datasheets and other print and digital content, plus the provision of battlecards, product overviews and training material to give your Business Development team the tools they need to win new business.

A group of business professionals in an office setting, engaged in a discussion around a table. The image is darkened to serve as a background for the text.

“Having a positive relationship and partnership with Node4 has helped take some of the pressure from my role. Aside from hosting a site visit and training our project managers on the latest cloud-based technology, they also came to our office and filmed some content for our new website!

More recently, Node4 helped us gain great exposure with a joint case study and video on Multiprotocol Label Switching (MPLS) - A private cloud WAN solution to one of our biggest customers. They took care of everything; supplying all of the content along with continuous communication on joint promotional plans.

It’s reassuring to know that I can always rely on our partnership to better promote our services.”

Kerrie Thompson, Marketing Manager,
Data Installation & Supplies



Events

Whether physical or virtual, events are the key to having your customers' undivided attention.

At Node4, our end-to-end capabilities don't stop with solutions and infrastructure. Our events programme takes the same thorough approach.

We can handle the various aspects of event management, from supplying content and production, to sourcing guest speakers from amongst our subject matter experts, to providing access to our event space at our flagship data centre. We'll work with you to execute events of almost any size. All we need from you is your customers in the room (or virtual platform!).

So what next?

As you can see, we're well equipped to offer you true partnership. More than just a list of products and how to sell them, our Joint Marketing offering is here to help you and your customers thrive.

If you'd like to discuss things further, please get in touch with your Node4 account manager.



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