



After seeing the agency's choice of image for their new brochure, Sarah was suddenly suspicious that they hadn't understood the term 'channel environment' after all . . .

Finding a really good agency can be tough enough, but when you're trying to keep an entire reseller channel happy, you need to work with people who speak your language. People who understand that providing marketing support for partners is totally different to any other kind of marketing.

Captivate is a dedicated IT marketing agency run by experienced channel marketers from companies such as Westcon, Datatec, Lucent Technologies and Avaya. Set up in 1998 in frustration at not being able to find a decent agency who understood the channel environment, we know what we're talking about when it comes to supporting your partners and ensuring that they promote your products effectively.

Call Gill Taylor or Polly Lambert today on 01753 676754 and experience the relief of talking to someone who doesn't have tunnel vision!



Captivate Marketing Ltd, Claremont House
70-72 Alma Road, Windsor SL4 3EZ
T 01753 676754 F 01753 830890
E info@captivate.co.uk W www.captivate.co.uk

channel marketing • end-user lead generation • channel strategy • marketing fund management
partner recruitment • lead management • partner brand management • partner events