

**Convey Announces 2019 Partner Outreach Program  
New Marketing Tools Expand Promotional Opportunities through Convey Master Agent Portals**

**Atlanta, GA — December 5, 2018** — Convey Services today unveiled the 2019 Sales Partner Outreach Program designed to help Telecom/Cloud suppliers' team with master agents to deliver continuous outreach, education and promotion to sales partners and their customers. The Partner Outreach Program uses the resources of Convey's master agent portal technology and the new Conduct™ email campaign marketing platform to deliver expanded marketing capabilities to sales partners in the telecommunications, cloud, IT and IoT channel. Conduct creates in-bound demand from customers and prospects through email drip marketing.

The Partner Outreach Program promotes the products and services of suppliers using features on the Convey portal home page, the portal's integrated email messaging engine, educational webinars and Conduct's email campaign technology. Return on investment from the Partner Outreach Program is measured through engagement with content, participation in educational webinars and the effectiveness of Conduct email campaigns that partners run to promote vendor services.

"Today, most marketing development funds (MDF) are used to sponsor parties, pay for golf outings or give suppliers 10 minutes to speak at regional events," said Carolyn Bradfield, CEO of Convey. "Although they are important for relationship building, I don't believe vendors ever get the return on investment for the dollars they spend. Convey's Partner Outreach Program provides technology tools to offer continuous promotion throughout the year and improve the ROI of MDF spent supporting their top master agents. Promoting vendor services directly to the customer ensures that partners are committed to selling their services and capable of generating revenue."

Convey continues to expand the capabilities of the Convey Master Agent Network of 40 independent masters and over 23,000 participating sales partners by giving carriers, suppliers and other vendors access to advanced marketing solutions. The Partner Outreach Program is offered through each individual Convey master agent to create a deeper partnership with the vendor by delivering a meaningful promotional programs. For more information visit:

<http://channelaccelerator.com/page/45423/2019-partner-outreach-program>

## About Convey Services

Convey Services manages networks of connected content and marketing portals designed to inform, educate and engage channel partners and direct sellers in the telecom/cloud space, the property and casualty insurance market and food distributors. Convey is the expressway connecting vendors & channel partners and the accelerator to get faster revenue results. Convey's portal technology automates and organizes partner management and integrates email marketing technology for outreach to members and enables members to run email marketing campaigns to their customers and prospects. For information visit [www.conveyservices.com](http://www.conveyservices.com), [info@conveyservices.com](mailto:info@conveyservices.com) or call 888-975-1382.

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