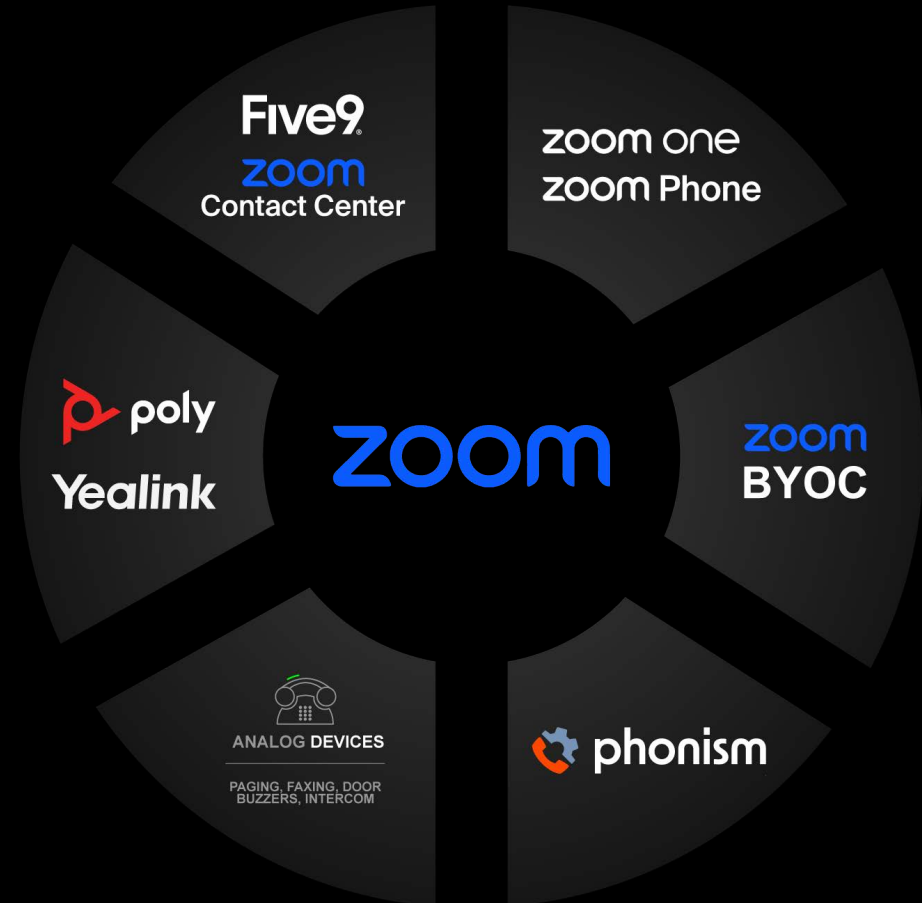# calltower

# Go-To-Market
# Zoom

PARTNER TOOLKIT

zoom

# CallTower's Zoom Partner Marketing Guide

CallTower is a **One-Stop-Shop** for Industry-Leading Global Enterprise Voice, UCaaS and Collaboration Solutions enabling the Digital Workplace.

calltower

Welcome to our Channel Partner Guideline to market "Zoom with CallTower." Here, we provide you with the messaging and marketing tools to implement the campaign and build your distribution channel seamlessly. Our **partner portal** has great additional content as well as logos available for use.
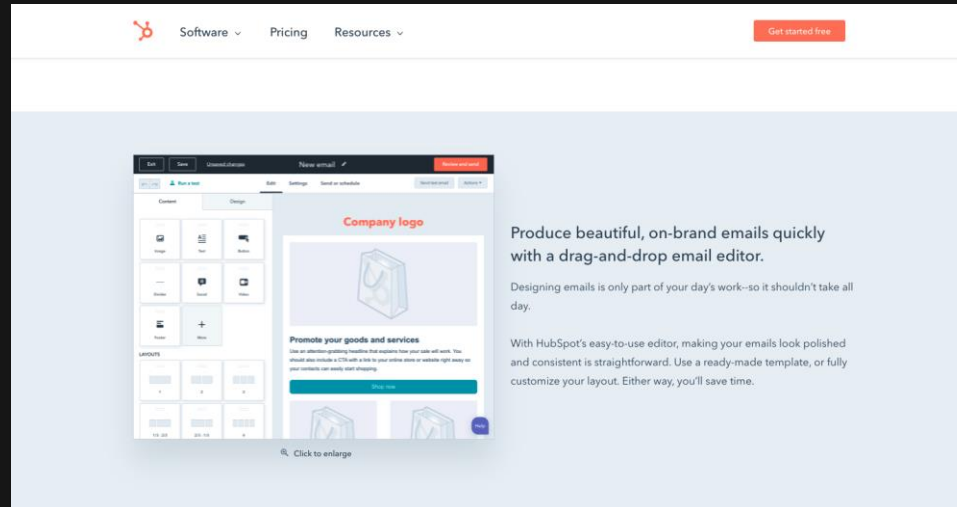
**Media Kit:**
- Target audience
- Campaign components (emails, landing pages, and social media posts)
- Implementation guidelines

**Tools + Pointers**
**Marketing Made Easy!**
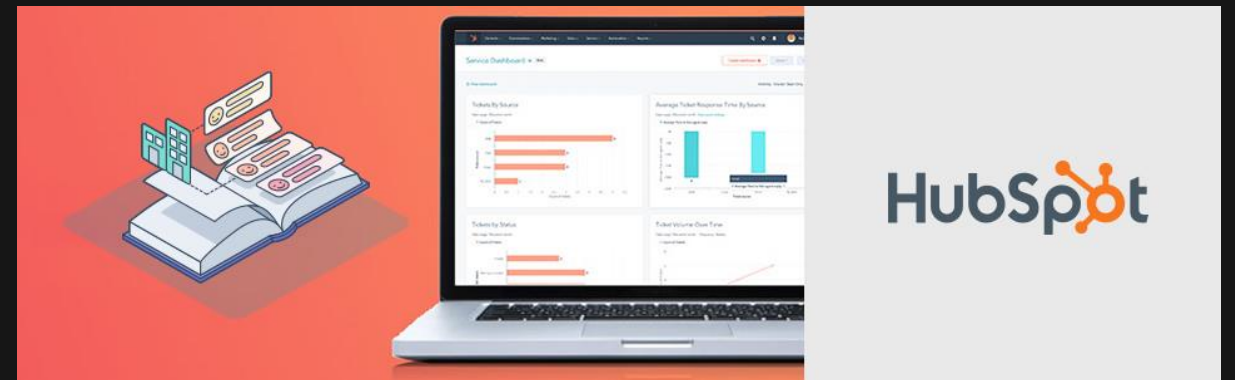
# Cost-Effective | Tools That Work – HubSpot Emails & Landing pages



**Launch professional-looking landing pages in seconds.**

# Cost-Effective | Tools That Work – Finding Leads

Guaranteed delivery rates

You set targeted filters

Integrate into CRM

US-based with an account manager

Simple for marketing and sales teams

Automatically updates your contacts

# Cost-Effective | Tools That Work – Images & Videos

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**FREE STOCK PHOTOS – PEXELS.COM**

**USE GIFs WHENEVER YOU CAN – GIPHY.COM**

**CREATE PROFESSIONAL VIDEOS – CANVA.COM**

# ZOOM CALLING



**calltower**

Five9
ZOOM Contact Center

zoom one
zoom Phone *

poly
Yealink

ZOOM

ZOOM BYOC

ANALOG DEVICES
PAGING, FAXING, DOOR BUZZERS, INTERCOM

phonism

*Zoom One Coming Soon*

# Target Audience | Key Message

**Target Audience**

- **Industry:** applicable to all industries
- **Audience:** IT decision makers and solution architects, those responsible for managing and looking for connectivity solutions

**Key Message**

CallTower's Zoom Calling delivers voice connectivity through a geo-redundant voice network, enabling Zoom as a corporate telephone system. With a direct connection between Zoom and CallTower's cloud-based global voice network, CallTower offers seamless integration enabling a secure, resilient and cost-effective managed voice service that is customer focused.

# Enhanced International Coverage
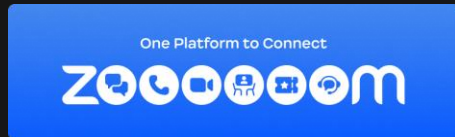
**CallTower's global Zoom Calling solution now delivers services to**

**85+**
Countries

**6000**
Cities

using high quality Calling Line ID (CLI) routes – providing simple, global landline and mobile calling

# Zoom Calling (BYOC)

**ZOOM** · **calltower**

CallTower empowers customer experience with unified, simplified, high-quality Zoom Calling and 24/7/365 support.

CallTower's Zoom Calling app provides instant access to CallTower Connect (a self-provision portal), for placing new orders and checking on placed orders.

## Empowering Business with 25+ Integrations

- Dedicated Telecom Team with more than 20+ years of porting experience
- Global Calling
- Network and platforms are completely optimized for voice
- DID Routing
- Extensive carrier connections with 15+ Voice carriers and 30+ Internet peering partner
- E911 Provisioning
- SIP Trunk Management
- Currently Managing 500,000+ DIDs
- Providing Phone Services in 70+ countries
- Partnered with 21 carriers globally
- DID Reporting tools
- Daily CDRs
- Call Analytics
- Contact Center and CRM Integration
- Direct Connectivity to Zoom
- And more

# Zoom One

Make connections that matter with an all-in-one communications solution

### Zoom Meetings

Bring teams together over video with smart features that make it easy to share information and look and sound your best.

### Zoom Chat

Group and 1:1 messaging to keep projects moving outside of calls and meetings with file sharing, integrations, and more.

### Zoom Phone

Place and accept calls from your desk phone, mobile or softphone, send SMS texts, and manage multiple calls at once with ease.

### Zoom Whiteboard

Brainstorm, share ideas, and plan with our virtual whiteboard that works across devices and products.

# Zoom Events | Virtual Experiences That Attendees Love

**ZOOM**  calltower

## Trusted Video Platform

Zoom Events was built on the Zoom platform

## Simplified Experience

Event hosts need a simple and easy to use tool to host events

## Engaging Solution

Interactive features to keep attendees engaged during an event

# Target Audience | Goal

**Implementing these marketing techniques will demonstrate the value of CallTower's app for Zoom, and address the following**

- Global calling
- Live training and 24/7/365 support
- Maintain the needs of a hybrid work environment

| Monitor | Rate | Follow Up |
|---|---|---|
| Run the campaign on a marketing platform to track key actions, such as email opens, clicks and downloads.<br><br>The Landing Pages contain forms that will allow you to get interested parties contact information. | Track which contacts are opening the emails and downloading content.<br><br>Prioritize those engaging the most for immediate follow-up. | The sales teams should follow up with prospects via email or phone. |

*Cisco - 2022*

# Landing Pages

## Why should create landing pages?

- It is a Call-to-Action (CTA) for your emails.

- Landing Pages contain forms that will allow potential customers to show they are interested by providing you with their contact information.

- Contact information submitted in the form will be sent to you via email to the address you specify leading to follow-ups.

### Email with CTA
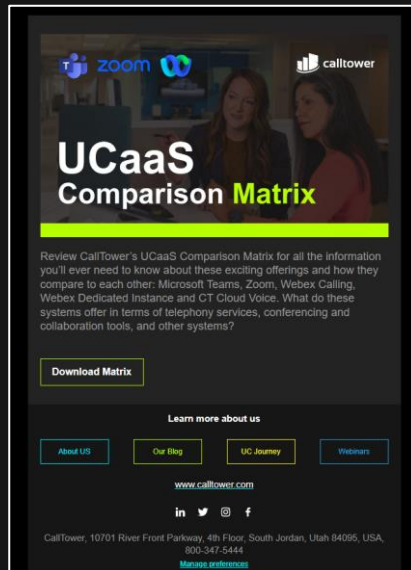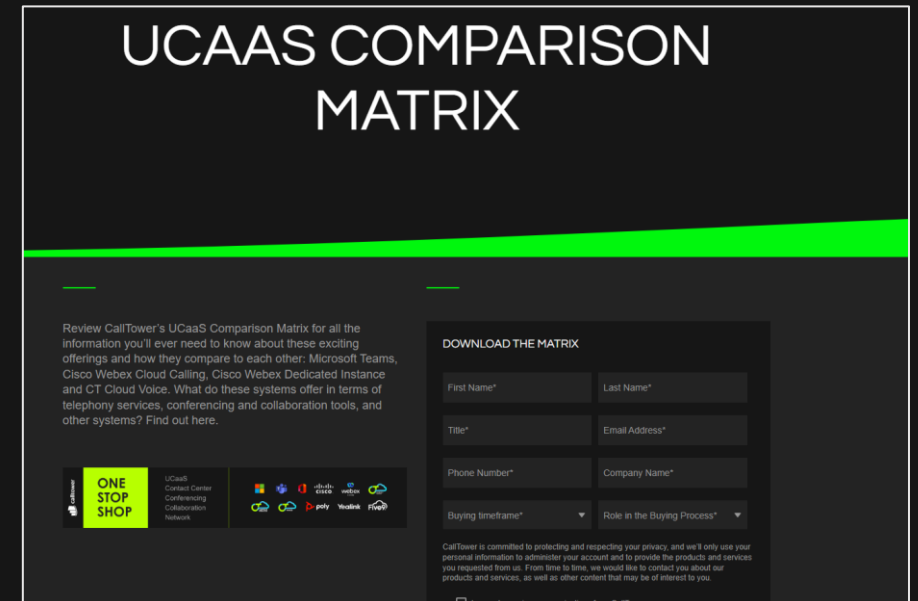


When they click on 'Check It Out' it leads to this.

Where you gather their information when they download the guide.

Tying them to your communications.

### Landing Page

# Channel Content and Workflow



## Email 1

### Zoom Calling Product Guide (**Guide**)



## Email 2

### Improve your workflow with CallTower (**Guide**)



## Email 3

### BYOC with CallTower's App for Zoom (**Download**)

Best time for outbound dialing is **Thursday afternoon**

## Email 1

**CallTower's App for Zoom Product Guide**

Click here for download
Text copy – click here

## Email 2

**Why CallTower for Zoom**

Click here for download
Text copy – click here
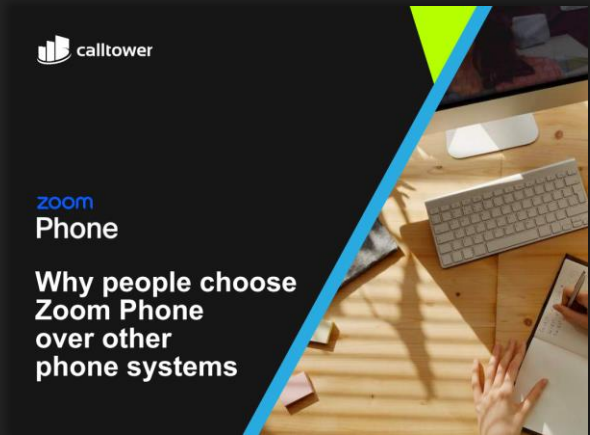
## Email 3

**BYOC with CallTower's App for Zoom**

Click here for download
Text copy – click here

# Campaign Content

Engaging social posts drive to landing page. **LinkedIn and Twitter are key**



**Email**

**Social Media**

**Landing Page**

# Campaign Content | Continued.

Best times to send emails are **Tuesday and Wednesday mornings**

## Email

Text copy – click here



## Social Media

Image link – click here
Text copy – click here



## Landing Page

Click here for download

calltower

CallTower's domestic and international value is best realized by companies
with a requirement to easily scale and add locations

Company has a need to effectively communicate and collaboration across multiple locations and/or dynamic workforce

Company would like a complete Digital Workspace solution beyond just a PBX replacement. They want all their services, billing and support under one roof.

Company currently has legacy phone system and would like to migrate to cloud-based communications

Company is currently utilizing several on-prem services with a communication requirement for interoperability with cloud-based solutions

- Are you using ____ today and want to voice enable ____?

- Are you looking to migrate from on-premise to a cloud-based communications platform?

- Do you need key business integrations, like texting, emergency notifications, devices, efax, credit card machines, or many more?

- Do you need _____ voice enablement?

- Are you utilizing a legacy _____ service and need to _____?

- Do you require a georedundant network with one-click failover options?

calltower

## Objection

## Rebuttal

Currently spending Telecom dollars with many vendors to enable business communications

Solved with CallTower's cloud-based portfolio of solutions, apps and integrations all provisioned within CallTower Connect

Downtime issues

Solved with geo-redundant network architecture + one-click failover, voice continuity, SIP trunks and SD-WAN options

Limited support with long-wait times and do-it-yourself instructions without personalized attention

Solved with CallTower implementation and support teams and structure, uc.solutions.com help center and escalation paths

**ZOOM** **calltower**

# For more information contact
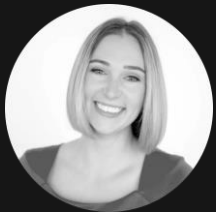
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mdoner@calltower.com