



Integrated Marketing Communications



Channel Direct Marketing

Understanding the dynamics of the sales and distribution channel is a vital factor in the preparation of marketing support material. Anderson Baillie adopted a direct marketing approach to update and inform the mid-market of SAP's Solution Provider profile and individual market focus.

Using innovative design formats and phased mailing techniques, the campaign helped to further communicate SAP's mid-market proposition as well as positioning the Solution Providers in their respective market segments.



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Anderson Baillie helping SAP to develop the communication to their channel.

For a full overview of our Project services visit www.andersonbaillie.com/projects

