# BCN Campaign-in-a-Box

## Partner Campaign Overview

## Program Overview

The BCN Campaign-in-a-Box program provides turnkey, co-brandable marketing campaigns you can launch quickly to generate new customer conversations, increase visibility, and build pipeline with minimal effort.

Each campaign includes ready-to-deploy assets aligned to key technology topics your customers are actively evaluating. These campaigns are designed to help you engage prospects, reconnect with existing customers, and position your organization as a trusted advisor for technology modernization.

With BCN Campaign-in-a-Box, you can:

- Start conversations with new prospects
- Re-engage existing customers around modernization opportunities
- Position yourself as a trusted technology advisor
- Drive discovery calls around high-value solutions

## What's Included in Each Campaign

Each campaign includes professionally developed, co-brandable assets that are ready to deploy with minimal customization.

- **Solutions Overview (PDF)**
  A co-branded, high-level overview aligned to the campaign solution theme that you can share with prospects and customers.
- **Email Campaign Templates**
  Pre-written emails designed to introduce the topic and generate customer engagement.
- **LinkedIn / Social Media Posts**
  Suggested social copy accompanied by campaign graphics to reinforce visibility.
- **Campaign Messaging Framework**
  Messaging aligned to key themes such as modernization, reliability, compliance, and performance.

## Campaigns

Campaign topics are refreshed and expanded regularly.

Each campaign includes messaging and assets aligned to the specific solution theme, helping you educate your prospects and customers, highlight modernization opportunities, and drive discovery conversations.

## How It Works

1. **BCN Marketing will customize the core campaign assets for you.**
   BCN Marketing will finalize the solution overview and the Canva social graphics, including the layout, design, and solution specific messaging. These materials will be delivered ready for use.
2. **You will update the designated editable fields in the templates.**
   You will add your logo, contact information, and any partner specific details in the marked sections of the email template and the social media copy. Only the identified fields are intended for your updates; the remaining content should stay as provided.
3. **Launch your campaign.**
   Send the first email and share the accompanying social post to begin engaging prospects and customers.
4. **Drive discovery conversations.**
   Use the campaign to connect with prospects and identify opportunities for further discussion.

## NEXT STEPS

Reach out to your BCN Sales Director to schedule a brief call with the BCN Marketing team and begin customizing your campaign.

**Simple. Fast. Ready to activate.**