

# ACT-ON FOR AGENCIES PROGRAMS

## Why Become an Act-On Agency Partner?

Building a successful marketing agency requires incredible drive, remarkable patience, and unwavering commitment to your clients and your team. Act-On understands the endless need for new ideas and never-ending creativity, long hours pouring your heart into projects to make clients successful/happy, and always knowing best practices and latest strategies in marketing technology.

## Agencies = The Trusted Advisor

As the trusted advisor to company executives, you play a critical role in helping companies build their brand, generate demand, and nurture client relationships for retention and growth.

## We respect what you do. And we want to help.

### Act-On + You = Everyone's a Winner

To help your agency grow your revenue and your client base, provide top-notch marketing services for your clients and develop your employees' expertise, Act-On has launched a new Agency Program.



**Act-On offers programs for agencies of all types and sizes.**



MANAGED SERVICE PARTNER



REFERRAL PARTNER



SELECT REFERRAL

## AGENCY MANAGED SERVICE PARTNER

Our Managed Service Partners use the Act-On technology to deploy campaigns and programs on behalf of their clients. Act-On makes it easy to manage marketing automation on behalf of clients and perform marketing services that are essential to their success.

With the rapid evolution of digital media, how will your agency adapt to new trends – and turn them into opportunities for growth? Here's a proven approach: Integrated marketing automation solutions can help you deliver smarter strategies, more successful campaigns, and repeatable results.

Discover how Act-On can make your teams more productive, your clients happier, and your agency even more essential to their success. [Learn more](#)

## AGENCY REFERRAL PARTNER

As a trusted advisor, companies will naturally seek your guidance in evaluating and selecting marketing automation technology and services. Refer your clients to our award-winning marketing technology platform and get paid when new clients join the Act-On family. [Learn more](#)



### BENEFITS

*The benefits of a being an Act-On Agency Referral Partner are simple*

**Generate Revenue:** Get paid when new clients join the Act-On family

**Client Growth:** Provide services to Act-On's customer base of 5,000+ companies and offer new services to your existing client base

**Account-Based Marketing, Simplified:** Help clients set-up, run and track account-based marketing (ABM) programs more effectively

**Easily Show Marketing's Impact:** Tight integration with CRMs as well as cutting-edge tools that allow you to slice data any way your need it (and easily drop into Excel, Tableau, Power BI, or any other data analysis or data visualization tool)

**Become an Agency Select Referral Partner:** Opportunity to advance into our most comprehensive program for agencies

**Marketing Materials:** Resource-rich Agency Partner Portal with co-branded marketing materials you can leverage right-away

## AGENCY SELECT REFERRAL PARTNER

The Agency Select Referral Partner Program provides the best margins when you help grow our customers. You'll get the most hands-on approach to helping you gain new clients with the dedicated resources of the senior level channel management team. In-depth and all-inclusive training for your team, and an opportunity for your firm to expand your portfolio of services will be at your fingertips.

[Learn more](#)



### BENEFITS

*The benefits are everything an Act-On Agency Referral Partner gets plus the following:*

**Industry Leading Margins:** Higher than Act-On referral partners fees for 1st year revenue

**Enablement Strategies:** Hit the ground running with individualized partner enablement strategies: Customized business planning that includes a marketing playbook with a clear roadmap to new client acquisition in the first 30-90 days

**Your Own Instance:** Your own internal Act-On instance with the Agency Dashboard + a separate Act-On demo account

**Training:** Hands-on, all inclusive training for your team to ensure you've got the expertise and tools you need to succeed

**Certification:** The opportunity to earn an Act-On Agency Certification

**Marketing Materials:** Resource-rich Partner Resource Center with co-branded marketing materials you can leverage right-away