



**Swingate**  
Marketing and Design



**TD SYNnex**

**Success Story**

**What's it like being a  
preferred external marketing  
solutions provider to the  
world's largest IT distributor?\***  
**It's fun. It's also amazing.**



\*On September 1, 2021, Tech Data completed a merger with Synnex creating TD SYNEX, a new company with \$59.8 billion in revenue. Through the combination of both companies, TD SYNEX becomes the largest IT distributor, surpassing Ingram Micro. (Source: Wikipedia, as of 20 Jan 2023.)

# Swingate

**Swingate have been working with Fortune 500 IT heavy lifter TD SYNEX (formerly Tech Data) for over 25 years and counting.**

Over that time, we've been involved in over 10,000 end-to-end marketing campaigns for TD SYNEX and their key vendors in the IT Channel - ranging from big household names to the more niche.



**Why is this interesting to you?**

**Because now we're offering our proven end-to-end marketing skills and experience to those operating in the wider IT channel like yourself.**





# It's always about the results

As a business in the tech channel, you can now take advantage of Swingate's comprehensive marketing solutions to help you conceptualise, create, run and analyse compelling marketing campaigns to beef up your proposition and boost your sales.



**Swingate's comprehensive and competitively priced offering means your marketing reach can be more penetrating and engaging.**



## **Marketing strategy**

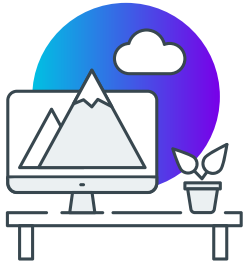
Our experienced digital marketing strategy team look after the planning, research, creative and delivery of your marketing requirements.



## **Content creation**

Our content creatives can write your ads, web pages, blogs, social media posts, banners, brochures, case studies and battlecards – to name a few.





## Design and production

Our high-quality digital, print design and production services can support your marketing campaign or activity.



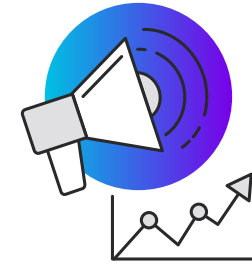
## Video and podcasting

Our video and podcasting team can design and create compelling and engaging on-location or animated video and podcasts to enhance your campaigns.



## Translation services

Our global translation services network can extend your marketing reach across borders in over 140 languages.



## Email automation

Our full email automation service takes the hassle and labour out of email campaigns.

**We can deliver fully integrated marketing campaigns, from concept to completion, enabling you to concentrate on running your business.**



**“ Swingate’s accomplished solutions are an essential part of our offering and support services to our vendors. With their help and support over the last 25 years, our vendors and their resellers have been able to reap the rewards of cost-effective, speed-to-market campaigns. This remains a strategically important partnership. ”**



**Linda Patterson**  
Sr. Marketing Director UK&I  
TD SYNEX





**Swingate**  
Marketing and Design

**Our dynamic marketing  
solutions in action**

# Vendor Public Sector Campaign

## 6 Emails

- Target partners yet to engage in Public Sector
- Targeted engaged partners to cross sell/upsell
- Auto reply sent to engagement with a LinkedIn lead gen form giving access to interactive e-book
- Cross-sell promoting government vertical
- Cross-sell promoting healthcare vertical
- Cross-sell promoting not-for-profit vertical

## Website Landing Page

Gateway to 14-page interactive e-book [See example](#)

## Interactive eBook

Copywriting and translation

Automation across 10 countries in 8 languages

Total reach

**5,800 contacts**

Delivery rate

**99%**

Open rate

**40%**

Click-through rate (CTR)

**1.5%**

Marketing-qualified leads (MQL)

**50**



# TD SYNnex Service Launch Campaign

## 6 Emails

- Awareness and nurture marketing messages

## Website Landing Page

- Gateway to on-demand webinar video

## Animated Video

- 6 versions for different languages

## Microsite (13 pages)

[See example](#)

## 3 PDF downloads

## 1 battlecard

## 2 Web Banners

- TD SYNnex InTouch website

## Reseller Enablement Packs

Campaign-in-a-Box (white labelled) containing:

- 2 end-user web banners
- 1 email for resellers to send to end users
- 3 copy blocks for social media

## Copywriting and translation

Automation across 6 countries in 6 languages

Total reach

**2,000 contacts**

Delivery rate

**99%**

Open rate

**43%**

Click-through rate (CTR)

**2%**



**“ Swingate has been a preferred external supplier of marketing solutions for over a quarter of a century now. Their creativity, flair and in-depth experience in the IT sector have helped us support our vendors with effective marketing campaigns that make a real difference to return on investment. ”**



**David Watts**  
SVP Regional Managing Director UK&I  
TD SYNEX

**Why choose Swingate for your next marketing campaign?**

**With us in charge of your marketing campaign, you can relax knowing you're in the safe hands of a team of digital marketing experts.**



# **Our clients like us because we help drive their sales using our in-depth understanding of the market.**

We care deeply about our clients, and love the tech channel! We feel so honoured to drive campaigns about cutting edge technology that transforms businesses for the better.



# Other brands utilising Swingate's digital marketing solutions are:



# Let us show you what we can do!

[hello@swingatedesign.co.uk](mailto:hello@swingatedesign.co.uk)

[swingatedesign.co.uk](http://swingatedesign.co.uk)

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**Linked in**

**Swingate**  
Marketing and Design

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