

## **purechannelapps™ announces joint engagement with Channel Maven Consulting**

26/11/2014, BATTLE, UNITED KINGDOM – Today, purechannelapps™ announced a joint engagement with Channel Maven Consulting.

The joint engagement will establish mutually beneficial opportunities for purechannelapps to provide their leading enterprise social media content syndication platform, socialondemand®, and for Channel Maven Consulting to deliver their Social Media Rally Station™ training program, to each organisation's respective customers and partners.

Channel Maven Consulting's Social Media Rally Station™ training program offers a unique opportunity for IT partners to receive help with online branding, and social media from true experts. Resellers can get a professional headshot for LinkedIn, learn to optimize their company profiles and pages, and use Twitter, Facebook, and LinkedIn to drive customer awareness and engagement. Consultants at Channel Maven Consulting provide strategic advice, best practices and tips and tricks around social media marketing.

This clearly helps educate channel partners to make the most of social media and ultimately of socialondemand, which, while making it very simple for partners to re-post the relevant and rich brand messages provided by their suppliers, relies on a basic understanding of social media.

Once partners receive their social media education, Channel Maven Consulting can also help get them signed up for socialondemand right then and there, increasing the use and success of a social partner program.

Olivier Choron, CEO and Founder of purechannelapps commented, "This is a really great joint engagement, offering leading enterprises and their partners both the tools, and the know-how to really make social media work in the channel. It's great to partner with such an expert firm in the channel marketing world, in Channel Maven Consulting."

Heather Margolis added, "purechannelapps is already known for its successful enterprise social media content amplification platform, socialondemand, and their strong portfolio of leading global enterprises across IT and FMCG verticals. For us, this is an opportunity to add real tangible value to our respective customers, and their partners, to get their channel social programmes performing at an elite level."

## **About purechannelapps**

Founded in 2011, purechannelapps Inc. helps customers drive business growth through better enablement, communication and collaboration with their sales teams. purechannelapps delivers enterprise-class targeted e-communications and social media amplification solutions that help organisations to reduce communication costs and amplify their social media messaging through their brand advocates. With offices in Texas and the United Kingdom, purechannelapps is privately-owned and funded.

purechannelapps is ISO 27001:2013 certified as of September 2014.

For more information, visit <http://www.purechannelapps.com/>.

## **About Channel Maven Consulting**

Channel Maven Consulting provides channel marketing consulting and services to IT channel organizations of all sizes. Whether marketing to new partners, staying top-of-mind with current partners or helping partners marketing to end-customers, we help you drive more effective channel marketing and communications “to” and “through” your channel. Along the way, our clients don’t just find their place on the map; they gain insights on their unique advantages.

For more information, visit <http://www.channelmavenconsulting.com>