



**Marketing Services designed to help VARs, ISVs, MSPs,
and Solution Integrators reach End-User Audiences.**

END-USER PROSPECTING

LEVERAGING INTENT SIGNALS



SILVER

50 Accounts

Targeted LinkedIn Ads: 30-Day
Split between in-feed and
Message Ads

1 Country / 1 Language

**Custom Ad Designs, Copywriting, and
Campaign Setup**

Custom Landing Page Design

Exported List of 50 Target Accounts

GOLD

100 Accounts

Targeted LinkedIn Ads: 30-Day
Split between in-feed and
Message Ads

1 Country / 1 Language

**Custom Ad Designs, Copywriting, and
Campaign Setup**

Custom Landing Page Design

Exported List of 100 Target Accounts

What are Intent Signals?

Intent-based data refers to information gathered and analyzed to understand a customer’s current interests, needs, or intent to buy.

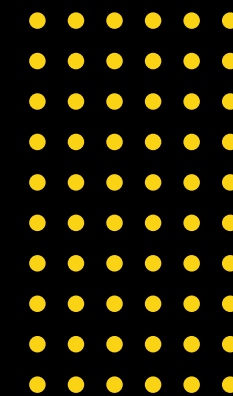
This data often reflects behaviors like **online searches**, **content consumption**, or **engagement patterns**, indicating a high likelihood or readiness to take a specific action, such as making a purchase.

85%*

**OF COMPANIES USING
INTENT DATA HAVE
ACHIEVED BUSINESS
BENEFITS.**

** Forrester Wave Evaluation, 2023*

CONTENT CREATION



Enhance your marketing strategy with professionally crafted content tailored to your needs. Whether you're looking to attract leads with engaging white-papers, eBooks, or brochures, or equipping your sales team with impactful collateral, we're here to help. Our team of experts will create high-quality, branded materials that showcase your value, resonate with your audience, and drive results.



WHAT'S INCLUDED?

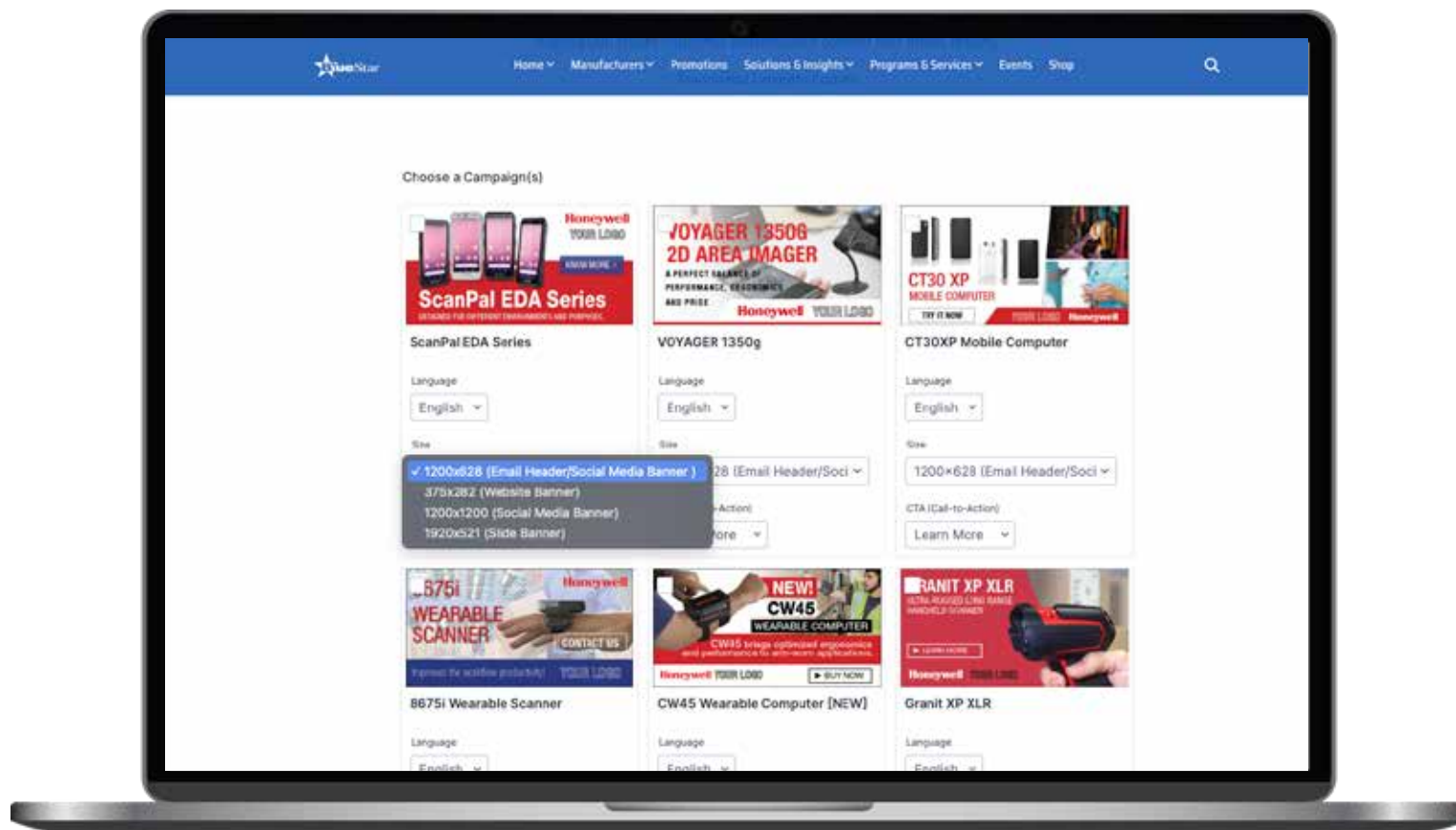
- **Copywriting:** Professionally written content tailored to your brand voice and audience (max 2500 words).
- **Graphic Design:** Custom-designed layouts to ensure your content is visually appealing and impactful.
- **Brand Alignment:** Incorporation of your logos, colors, and branding guidelines.
- **Revision Rounds:** Up to two rounds of revisions to guarantee your satisfaction.
- **Final Delivery:** Print-ready and digital files for immediate use.

*Translations not included in price.

new RESELLER READY ADS

VARCOM

Target your customers with **professionally designed marketing banners**. This program enables vendors to expand their reach while resellers benefit from polished, ready-to-use assets that simplify their campaigns.



WHAT'S INCLUDED?

For Vendors:

- **Design and distribution** of banners to resellers, expanding your product reach.
- **Analytics** on reseller adoption.

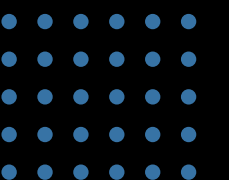
For Resellers:

- Access to **customizable banners** in various sizes and formats.
- **Pre-written LinkedIn content** and translations.
- **Fast delivery of assets** within 48-72 hours after form submission.
- **Easy-to-use customization options** for language, size, and call-to-action (CTA).



REQUEST ACCESS TO THIS PROGRAM ON [BLUESTARINC.COM](https://bluestarinc.com)

Please note that display ad design services are not included in this program. Advertisers are encouraged to either re-purpose assets from an existing VARmail campaign or provide their own creative materials in the required sizes.



TARGETED

LINKEDIN ADS

PREMIUM INDUSTRY AND JOB FUNCTION TARGETING

Maximize your brand awareness with LinkedIn Sponsored Campaigns run directly through your LinkedIn account. Simply grant us “Paid Media Access,” and we’ll handle the rest. This activity is designed to help you reach your ideal audience, generate meaningful engagement, and position your business as a leader in your industry. Showcase your products, services, or solutions to decision-makers and professionals with highly targeted campaigns that drive traffic, spark conversations, and deliver impactful results.

WHAT'S INCLUDED?	30 DAYS	60 DAYS
Campaign Set-up		
Custom Landing Page	●	●
(5) Ad Variations	●	●
Translations (1-language)	●	●
Custom Audience	●	●
Performance Analytics	●	●

