

## 09/12/2013 - purechannelapps Helps Vendors and Partners Amplify Social Presence

**BATTLE, UNITED KINGDOM, 9th December 2013** – Channel Marketer Report today featured socialondemand® from purechannelapps™.

The report focuses on how socialondemand helps organisations with complex sales networks reach wider buyer communities through social media. In the report, it is explained that it is now a necessity to be seen and heard in this channel, a channel where most consumers use social media as a basis for their purchases.

[You can read the full story here.](#)

### About Channel Marketer Report

Channel Marketer Report (CMR) is a targeted e-media publication covering the latest solutions, trends and strategies to help vendors optimise their marketing, both to and through their partner networks.

The publication highlights solutions and processes designed to help marketers track results and sales leads across a complex, tiered marketing structure. In addition, CMR provides prescriptive “how-to” articles, offering guidance for VARs and independent agents eager to increase sales by communicating consistent messaging to their direct customers across all emerging channels, such as social media and video.

Published by G3 Communications, CMR is a sister brand to DemandGen Report and Retail TouchPoints, bringing unique experience and expertise into the latest digital marketing, as well as targeted perspectives for key verticals.

### About purechannelapps

Founded in 2011, purechannelapps Inc. helps customers drive business growth through better enablement, communication and collaboration with their sales teams. purechannelapps delivers dynamic e-communications and social media enterprise-class online platforms that help organisations to reduce communication costs and amplify their social media messaging through their sales partners.

purechannelapps supports clients that use intermediary partners as their route to market – such as IT, automotive, retail, finance and telecoms – helping them to better communicate to employees and partners, amplify and syndicate social media content, and to connect social media prospects directly with the most relevant sales teams – internal or channel partners.

With offices in Texas and the United Kingdom, purechannelapps is privately-owned and funded.

For more information, visit [www.purechannelapps.com](http://www.purechannelapps.com)