

## 28/01/2014 - ALPHA Marketing partners with purechannelapps™

**BATTLE, UNITED KINGDOM** – 28th January 2014 – ALPHA Marketing, Inc. ("ALPHA") and purechannelapps Inc. announced today that they have entered a strategic partnership, establishing a joint marketing solution offering for clients in the technology, telecoms, retail, financial services and life sciences sectors. The partnership between ALPHA and purechannelapps will bring the combined expertise of both firms in the channel marketing and social media arenas to the marketplace. Leveraging purechannelapps' market-leading social media amplification solution, socialondemand®, ALPHA will enable brands to syndicate their social media content, in a targeted, controlled and compliant manner through their sales teams, channel partners, employees, influencers and other brand advocates. This dramatically improves the social dissemination of brand messages to wide audiences whilst enabling advocates to access, leverage and re-use content to reach their existing and prospective channel partners and customers.

The socialondemand® managed service offered by ALPHA helps clients to identify, acquire, and customise content for distribution to help qualify and drive lead opportunities. Integrating these capabilities with account-based marketing and the "live touch" enabled by social media marketing allows for more in-depth prospect qualification, gathers key business intelligence, maintains consistent messaging, and helps provide an effective workflow for channel partners to leverage the benefits of social media.

"The relationship between ALPHA and purechannelapps adds a social media dimension to the channel marketing deployment platform we currently offer to our clients," stated ALPHA CEO Steve Greene. "With purechannelapps we can now offer ALPHA clients a cost-effective and seamlessly integrated social media solution for channel partners."

"This partnership represents a great opportunity for us and will enable our customers to truly harness the power of social media marketing," said Olivier Choron, CEO and Founder of purechannelapps. "ALPHA's total solution now gives marketers the ability to integrate human touch points into marketing automation and social media programs, which is critical for successful multi-channel marketing."

### About ALPHA Marketing

Founded in 2000, ALPHA Marketing, Inc. is a leading provider of global, multi-channel marketing solutions. Working with mid-size and enterprise-level businesses across a range of industries, ALPHA develops creative communications strategies and integrated marketing campaigns to deliver powerful, consistent messaging that generates sales and drives demand. ALPHA services include channel marketing, sales enablement, digital media, graphic design, direct marketing, event marketing, sales promotion and retail marketing. For more information, visit our website at <http://www.alphamarketing.com/>

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