



Home Services



# Marketing Solutions




Digital Marketing Promotions and Campaigns White Papers Tool Kits

Our marketing and communications team develops compelling marketing capabilities to help drive member adoption of NCTC services. We negotiate partnership agreements with marketing agencies to enable our member operators to acquire new customers and drive upsells using the latest digital marketing tactics. We support member education with a robust webinar program, and we foster greater engagement and collaboration with the industry's best events- The Independent Show and the Winter Educational Conference.

## Digital Marketing Partners

Our marketing partners provide our member operators with a full range of digital marketing services including lead generation, paid search and retargeting. Drive new customers and upsells with proven marketing tactics that work for any size operator!



Atlas Digital Group  
Attract. Convert. Grow.

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SatCom  
Satcom Marketing, LLC  
Your Turnkey Sales and Customer Service Solution!

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**TECHINT LABS**

Techint Labs  
We push boundaries, so you can too.

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comporium<sup>®</sup>  
MEDIA SERVICES  
Comporium Media Services  
Right Audience, Right Message, Right Time.

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## Promotions and Campaigns

When video content providers inform us about free previews and other promotional opportunities our member operators can use to market their pay-TV offerings, we post them here.

### Free Previews

Free previews are a great tool for driving upsells for your pay-TV subscribers. Use them to promote your optional channel packages and add-on tiers.

### Cross-Channel Promos

Get support for running cross-channel spots to promote certain programming networks to your subscribers.

### Marketing Support

Some of our master agreements include available marketing funds to reimburse members for promoting certain networks.

Members Only Content: To view the currently available promos, login and come back to this page for all the details.



## Marketing White Papers

An exclusive benefit of your NCTC membership, our white paper library lets you get up to speed on marketing topics including:

- Affiliate Marketing
- Content Marketing
- Email Marketing
- Digital Marketing
- Inbound Marketing
- Marketing Automation
- Native Advertising
- Online PR
- Search Engine Marketing (SEM)
- Search Engine Optimization (SEO)
- Social Media Marketing

### MEMBERS-ONLY CONTENT:

To access the White Paper library, log in to [nctconline.org](http://nctconline.org) then come back to this page to view the white papers.

## Tool Kits

Jump-start your marketing program with NCTC's step-by-step guides to common marketing tools and tactics.



### Public Relations Toolkit

A member-exclusive guide to help you design and launch a PR campaign that will further your brand in the community. Includes downloadable templates for press releases and an editorial calendar to help you plan your strategy.



### Social Media Toolkit

From beginner to everyday user, this kit will support you in your strategies and efforts, including content for your social platforms, user-guides, and engaging dates to keep you connected to the rest of the social world.

### MEMBERS-ONLY CONTENT:

To access the tool kits, log in to [nctconline.org](http://nctconline.org) then come back to this page.

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