



## PartnerAlliance Marketing Services

Moody's Analytics Partners are eligible to access a variety of resources and support for marketing and selling the Moody's Analytics solution suite.

We provide our partners with relevant resources to implement channel marketing strategies, such as website copy, product collateral, email templates and campaign planning. Our team is on hand to help review marketing collateral produced by our partners.

Our marketing services are designed to give our partners everything they need to set up and grow their risk management solutions practice:



### MARKETING COLLATERAL

Product datasheets, brochures and images to support your messaging and sales pitches



### DIGITAL MARKETING SUPPORT

Email campaign support, social media support & bespoke landing pages for your campaigns



### THOUGHT LEADERSHIP

Leverage Moody's Analytics insightful thought leadership that can be used on your website, in your company blogs or social media groups.



### EVENTS AND WEBINARS

Collaborating to produce joint partner events or webinars and with topic suggestions and sourcing speakers and promotion.



### PRESS RELEASES

Joint relevant press releases to build awareness in your marketplace and announce key successes.

Contact the partner enablement team to get started today: [PartnerAlliance@moodys.com](mailto:PartnerAlliance@moodys.com)