

# TSANet Marketing Best Practices

*Marketing efforts that drive your success*

## Promote TSANet within Your Support Organization

- [TSANet Overview Brochure](#)
- [Introduction to TSANet](#)

## Best Practices: Proven Methods to Ensure Success

- [Cisco Case Study](#): Multi Vendor Solution Support Delivers Results for Cisco Customers.
- [Nutanix Case Study](#): Nutanix Supports Customers Confidently with Technology Partners
- [Critical Escalation Process Best Practices](#) – The TSANet Critical Escalation process is a new Process type that is available to Premium and Elite members. It provides members with a direct path to their peers, where traditional escalation processes do not support a critical customer situation. (Only for Elite and Premium members)

## Get Involved: Contribute, Learn, and Grow

- Participate in [Regional Focus Groups](#) to network with other members and share best practices.
- Share your TSANet experience in a [Case Study](#). The Case Study will be promoted on the TSANet website, social media channels, newsletters, and blogs.
- Elite members are eligible to apply for the [TSANet Board of Directors](#). The TSANet Board is responsible for running the business of TSANet. Board powers and qualifications are described in the TSANet Bylaws.

## Stay Informed: Latest Updates & News

- TSANet hosts webinars on a range of subjects including TSANet Connect 2.0, Technology Partner Framework, and TSANet Strategy. We also partner with the [TSANet Advisors, Industry Consultants and Associations](#) to discuss key industry trends.
- Stay in the know – quarterly newsletters and weekly blogs deliver the latest news, product updates, and upcoming events. Access all news and events [here](#).
- Follow TSANet on [LinkedIn](#) and [Twitter](#) for the latest updates

## Elite Members Only

- Company Logo added to [homepage](#), [Member's page](#), [Elite Membership](#) page, and [marketing materials](#)
- Elite membership announcement on social media channels
- Receive training and awareness for your support team
- Run for [TSANet Board Seat](#)
- **Marketing for your Technology Partner Program**

- Co-Branded Partner Landing
- Co-Branded TSANet Benefits document to share with your Partners
- Showcase your Partner Program on our website <https://www.tsanet.org/join-a-partner-program/>
- View [Partner Program Playbook](#) for Marketing efforts (Page 8)