

# Demand generation that works for you.

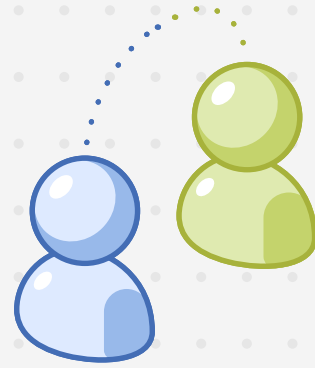
Amplify your marketing efforts with content and programs from approved Nutanix marketing agencies. Access Nutanix approved campaigns through XPAND, the Nutanix demand generation platform. Activities include digital marketing activities, integrated marketing plays, and traditional marketing vehicles. Use Nutanix field marketing funding, or your own budget, to purchase offers.

## Outcomes driving demand



### Nurture existing and new customers

Utilize XPAND's Account Based Marketing, Content Development and Content Syndication to generate and nurture leads.



### Build pipeline

Grow and expand your presence and engage with your customers through Direct Mail, Display Advertising, Social Media, and more.



### Generate revenue

Maximize campaign results with Data Services, Digital Retargeting, and Telemarketing Appointment Setting.

## Types of demand generation activities

Effectively target buyers with Direct Mail, Display Banners, Telemarketing, and Content Creation services.



### Direct Mail

Reach prospects with an incentivized post card or build your own.

### Display and Retargeting Banners

Influence prospect organizations as they conduct research across the web.



### Social Selling

Expand your online presence, engage with followers, and amplify your Nutanix expertise across social channels.

### Telemarketing

Increase the results of your digital campaigns and build your sales pipeline with telemarketing support.



### Collateral and Custom Content Creation

Build your value proposition, case studies, blog posts, landing pages, and more.

**Get started in the XPAND Marketplace.**

[Get started today](#)

Be sure to contact your partner marketing representative for funding requests.

[Need help? Email us](#)