StructuredWeb

Our mission is to make your channel partners better storytellers.

ChannelGPT is the first and only Channel Content Generation Engine that utilizes advanced generative AI to transform the way vendors, distributors, and their channel partners create and distribute high-quality, customized marketing materials.

Four Components of ChannelGPT

With four key components at its core, ChannelGPT empowers vendors and partners with a cutting-edge generative AI solution. These four components collectively transform your channel marketing efforts, offering efficiency, personalization, and scalability like never before.

CreateAI
CreateAI is your key to crafting brand-new marketing and sales assets with a pre-trained model that seamlessly integrates your corporate marketing content. This component allows you to create fresh and engaging materials that resonate with your target audience. It's like having a content creation assistant that never runs out of ideas.

EditAI
EditAI revolutionizes content customization for partners, tailoring marketing materials by industry, title, and solution focus. This powerful tool enables partners to fine-tune content to match their specific needs. Whether it's adjusting messaging for different industries or personalizing materials for various titles, EditAI makes customization seamless.

TranslateAI
Effortlessly translating content into over 130 languages using the brilliance of AI. TranslateAI eliminates language barriers, making it easier than ever to expand your reach into global markets. This component ensures that your marketing materials are accessible and engaging for a diverse audience, opening up new opportunities for growth.

RecommendAI
RecommendAI provides tailored campaign suggestions finely tuned to partner profiles. This component harnesses the power of AI to analyze partner data, industry trends, and historical performance to deliver personalized campaign recommendations. It's like having a marketing expert at your fingertips, guiding you towards strategies that yield the best results.

ChannelGPT Solves Content Creation Challenges

ChannelGPT addresses the challenges faced by both vendors and partners in the channel ecosystem. For vendors, it streamlines content creation, maintains brand consistency, empowers partners, and enhances scalability, and global reach. For partners, it saves time, enables personalization, offers language flexibility, and ensures alignment with the vendor's brand. Overall, ChannelGPT contributes to more effective and efficient channel marketing efforts.

Hewlett Packard Enterprise · ZOOM · IBM · INGRAM · Google · veeAM · PROCORE · UiPath · MOTOROLA SOLUTIONS · AVEVA · servicenow · Extreme networks

EFFICIENCY AND SCALABILITY

Content creation can be time-consuming and resource-intensive, especially when dealing with diverse target audiences, languages, and product variations. ChannelGPT streamlines this process by automating content generation, enabling vendors to produce high-quality marketing materials at an unprecedented speed and scale. It significantly reduces the time and effort required to create, customize, and translate content for various markets and partners.

CONSISTENCY AND BRAND INTEGRITY

Maintaining brand consistency across a wide range of marketing materials is a constant struggle for vendors. ChannelGPT ensures that every piece of content adheres to the brand's voice, style, and messaging guidelines. This consistency is crucial for reinforcing brand identity and building trust with customers. Additionally, ChannelGPT reduces the risk of errors or inconsistencies that can arise when creating content manually, thus safeguarding the brand's reputation and integrity.

Benefits to Vendors

SCALABILITY

The AI-powered solution allows vendors to efficiently create marketing materials for a large number of partners, ensuring that each partner receives customized content that meets their specific needs.

EFFORTLESS CONTENT CUSTOMIZATION

Vendors can efficiently tailor marketing materials by industry, title, and solution focus, ensuring content aligns perfectly with partner needs.

BRAND CONSISTENCY

Maintain a cohesive brand identity across partner-generated content, enhancing brand integrity.

GLOBAL MARKET EXPANSION

Easily translate content into over 130 languages, opening doors to international markets and expanding reach.

ENHANCED COLLABORATION

Collaborate seamlessly with partners by providing pre-approved content templates, enabling quick and on-brand content creation.

SIGNIFICANT TIME AND RESOURCE SAVINGS

Streamline content creation, saving time and resources for other strategic initiatives.

Benefits to Partners

ACCESS TO ON-BRAND CONTENT

Gain access to a library of pre-approved, on-brand content templates, simplifying the marketing process.

CONTENT CUSTOMIZATION

Empower partners to customize content to suit their specific markets and customer personas.

MARKETING AGILITY

Respond quickly to market changes by adapting content in real-time, keeping marketing strategies agile.

TIME AND COST SAVINGS

Reduce the time and resources typically invested in content creation, allowing partners to focus on strategic activities.

BRAND ALIGNMENT

Ensure customizations align with the vendor's brand guidelines, enhancing brand consistency.

SCALABILITY

Efficiently scale marketing efforts by creating content for various vendor products, verticals, and languages simultaneously.

LANGUAGE FLEXIBILITY

Easily translate content into multiple languages, making it accessible to global audiences.

STREAMLINED COLLABORATION

Simplify collaboration with vendors by sharing generated content for approval, ensuring it meets brand standards and regulatory requirements.

ChannelGPT is available for existing StructuredWeb customers as well as selected new customers who are ready to move to the new generation of channel empowerment. Our team is standing by to answer any questions you may have and help you get started with our revolutionary solution today!

Learn more:

800.339.3711
sales@structuredweb.com

structuredweb.com

20+
Years in channel marketing

130+
Languages supported

20+
Marketing tools and tactics

100,000+
Channel partners empowered

G2

★★★★★

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