



# Reseller Marketing program

In partnership with Marketology LLP

[www.trackeriot.com](http://www.trackeriot.com)

# Content

We're excited to introduce a game-changing partnership and Reseller program that will empower your business with proven marketing strategies and localized marketing.

**CURRENT MARKETING SUPPORT**

**NEW PROGRAM**

**BENEFITS**

**CONTENT EXPERTISE**

**STRATEGY PLANNING**

**RESULTS**

# Your Partners in Tracking solutions

Tracker IoT LLC has a proven track record of empowering resellers with IoT innovations. Now, we're taking it further by integrating Marketology's marketing capabilities.

- Global leader in IoT tracking solutions for Military forces, Government Offices, Law Firms, Warehouses, and Industrial assets, and other allied industries.
- 30+ years of expertise, serving 150+ resellers across 30 countries.
- Core products: Advanced Weapon Tracking, File Tracking, Industrial assets, Office assets, Personnel and Warehouse Tracking solutions.



# How we currently help our Reseller Partners

## WEB CONTENT

We provide detailed Reseller marketing content for web pages which provides the solutions overview to the customers

## MARKETING COLLATERALS

We have content written by experts in specific areas. We provide content like the Presentations, Brochures, Videos, and Technical documents. We also have standardized materials translated in Arabic, Spanish, French and Russian

## TECHNICAL SUPPORT

Our Products demand high technical knowledge about the subject due to customized demands from customers. We help our Reseller partners by providing high quality technical support.

## INSTALLATION SUPPORT

Once the project executed from the Reseller's end, we provide Installation support along with site review and project consultancy based on requirement.

# The “Content Expert”

- 35+ Years in Tag-Track-Find Innovation: Deep-rooted expertise in RFID, GPS, and IoT tracking solutions.
- 20 Years as CEO of TrackerIoT: Guided the company to global leadership with 500+ resellers.
- RFID Pioneer Since 2006: Spearheaded cutting-edge RFID adoption strategies now used by Fortune 500 companies.
- Philosophy: *"Your success is our success. Integrity isn't optional—it's the foundation of every partnership."*

*"Eric Collins isn't just our CEO—he's your mentor and guide throughout our partnership. With 35 years of hands-on experience, his insights ensure your content isn't just localized—it's optimized for success. For instance, his RFID frameworks have helped resellers upsell premium solutions by 50%. When you join this program, you're not just getting high quality content; you're gaining access to a pioneer who's redefined the industry."*



# The Marketing Partner



**MARKETOLOGY**  
Connecting Voice. Lead. and Revenue.

# The Marketing Program

Tracker IoT LLC has partnered with Marketology ([www.marketology.co.in](http://www.marketology.co.in)) for driving Reseller's marketing activities. Marketology is a modern B2B marketing agency focusing on an approach combines content marketing, account-based marketing, inbound strategies, and sales enablement to accelerate growth.

Marketology is lead by Hemant Bhoir who is an experience B2B marketing professional working with industries like IT, manufacturing, defence and Industrial companies.



**30+**  
**Trusted**  
**Companies**



**American Specialty**



# Why you should join the new program?

## LOCALIZED CONTENT

We provide localized content in the form of **Brochures, Presentations and Videos. Exclusive access to social media content** localized for the Reseller.

## WEBSITE MANAGEMENT

We provide the **white-label website** with our exclusive content with provision in local language as well. We make sure that your website optimized as per local SEO and starts ranking for your region.

## ACCESS TO TOOLS

We have our own **in-built CRM and email marketing software**. As a premium reseller you get access to all the tools and utilize for your own marketing of tracking solutions.

## LEAD GENERATION

We put additional efforts that your business is visible throughout the internet and you attract local customers. We **execute marketing campaigns for you and help you reach your audience.**

# Pricing

We realise that much effort, knowledge, and time is dedicated to the Reseller Partners and their marketing. So we have decided that we will charge some standard fees to value the work that we are doing together

**\$1250**

**STANDARD**

LOCALIZED CONTENT  
WEBSITE CREATION  
ACCESS TO TOOLS

**\$1899**

*\*Maintenance charges  
= \$649 per month*

**PREMIUM**

LOCALIZED CONTENT  
WEBSITE MANAGEMENT  
ACCESS TO TOOLS  
LOCAL SEO  
SOCIAL MEDIA MARKETING  
EMAIL MARKETING  
BLOG MATERIALS



# Talk to us to know more

## VISIT US:

[www.trackeriot.com](http://www.trackeriot.com)

[www.weapontrackingiot.com](http://www.weapontrackingiot.com)

[www.filetrackingiot.com](http://www.filetrackingiot.com)

## EMAIL ADDRESS

[eric@trackeriot.com](mailto:eric@trackeriot.com)

[hemant@marketology.co.in](mailto:hemant@marketology.co.in)

## PHONE NUMBER

+1 941-375-9437

+91 9890906825

# Thank You