



THE **CHANNEL** CO.®

CRACK THE CODE TO EFFORTLESS PARTNER MARKETING

A transformative approach to partner
marketing in technology channels

Fewer than 15% of partners engage in the marketing programmes their vendors deliver.

Channel Marketer Report



Crack the code to effortless partner marketing

A transformative approach to partner marketing in technology channels

Delivering the best return for available budget from channel marketing campaigns is a significant and ongoing challenge for vendors and partners. Both must navigate the inherent complexities of partner marketing, and overcome common hurdles, such as limited resources, time and expertise.

While these challenges can seem too entrenched to change — there are powerful strategies for consistent partner marketing and campaigns that achieve vendor and partner objectives. Get to know a solution that eliminates partner marketing frustration and builds powerful, seamless collaborations that drive ongoing business growth.

Typical marketing challenges: vendors and partners

For a vendor to fund any kind of partner marketing there will be concerns and doubt. Vendors need to spend their marketing development funds on partners that will make the most of the investment.

they prove the return on investment? Is the funding generating future business demand? Or simply propping up existing business? Uncertainty in channel marketing, it seems, is the only 'certain' for many of the vendors we speak to.

Is the vendor working with the right partner who understands, advocates and markets their products correctly? Are they capable of doing what they say they will and can

Let's identify the top four marketing challenges we see vendors regularly struggling with:

VENDOR CHALLENGES



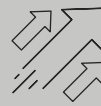
RELIANCE

The reliance on partners to generate leads for a product, over and above other vendors' products.



RESOURCES

Having the people and time to manage market development funds (MDF) and monitor what partners are doing to promote products.



REACH

Getting products promoted to the right prospects with the right message at scale and within the preferred timescales.



REPORTING

Having easy access to real-time data to prove partner marketing is working in order to secure further funding and generate future activity.

Only 12% of partners are implementing a fully integrated, consistent marketing strategy. The lack of an integrated marketing strategy is only the tip of the iceberg.

AFV 2019 State of Partner Marketing

PARTNER CHALLENGES



UNDERSTANDING

Ensuring the marketing messaging is on brand and correctly conveys the features and benefits of a vendor's product, to the vendor's satisfaction.



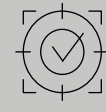
CAPABILITIES

Having the marketing knowledge and skills to be able to implement an effective and worthwhile campaign.



AWARENESS

End users' knowledge of the partner's brand - do buyers know and trust the brand and will they buy products from them?



ACCESS

Keeping up-to-date on the latest marketing techniques and the best platforms to use.

Engagement and funding

With so many partners working in the channel across the world, each with varying degrees of available time and expertise, it can be difficult for a vendor to know which partners are the best match to work with and invest their funding in.

Some partners - for example - may be engaged with a product and fully understand the desired messaging but not have the funding available or the skills to implement a campaign. Or they could be highly proficient in marketing but not engaged with the product. They have the skills and access to funding, but prioritise other vendors' brands.

Knowing which partners to work with - and why - is one side of the coin. Vendor marketing development funds (MDF) are also under pressure. The traditional allocation to partners 'by right' or 'on request' is increasingly hard to come by and the way it is spent is under more scrutiny than ever before.

The alternative - a potentially limitless marketing rebate tied to partner sales - is left unspent as companies are unsure what this funding can be used for to be compliant with financial regulations.

This funding complexity combined with the need for partners with finite funds to pre-pay for marketing campaigns is proving to be a real sticking point in channel marketing.

MDF is still available and in some cases, it is increasing. Vendors can increase the number of partner marketing activities and the return possible from their available funds.

To do so, they need to seek alternative options or they will fail.

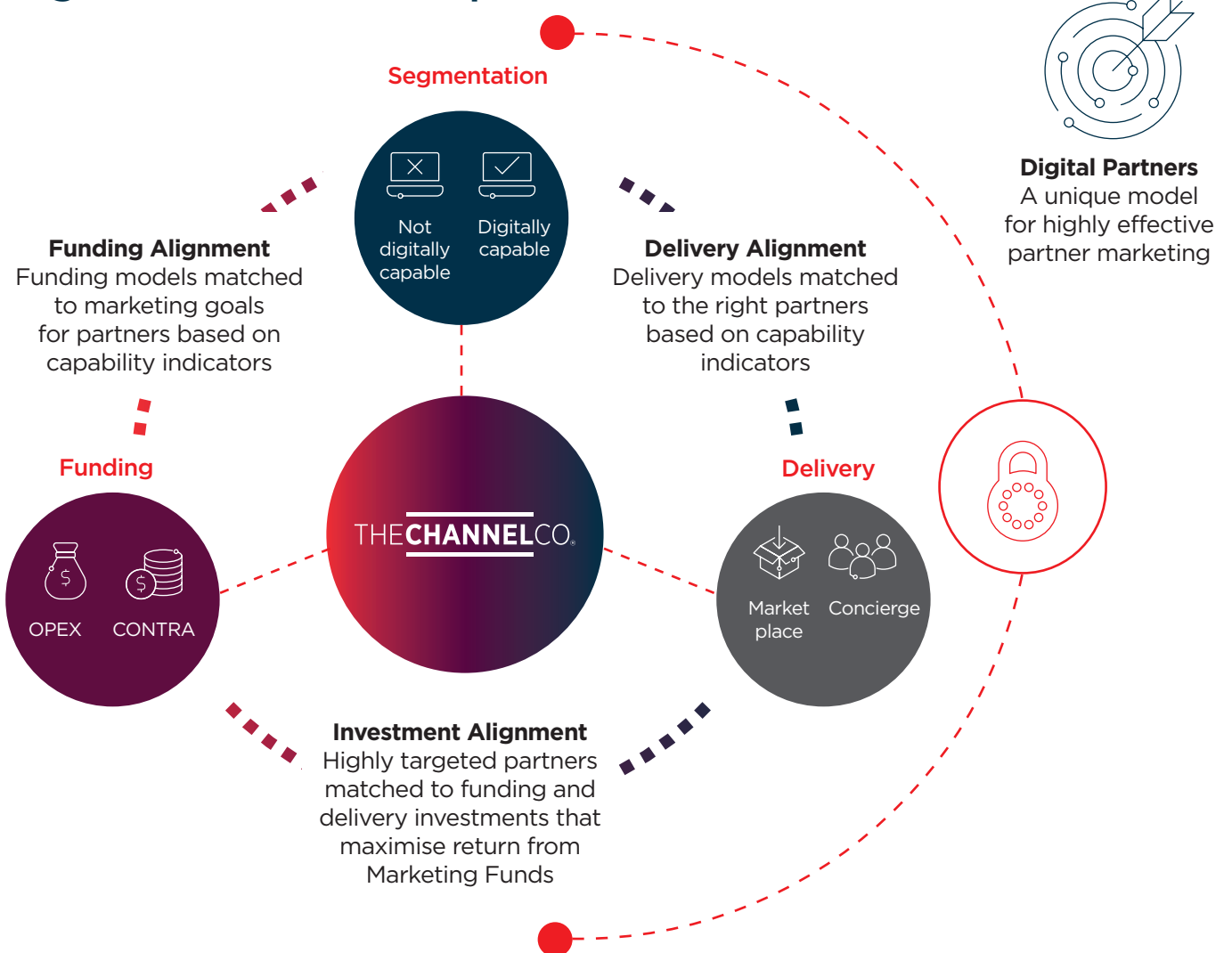


Turning partner marketing from full effort to effortless

We have a simple solution to the complex marketing challenges within the channel. We have acknowledged the needs of our vendor customers and identified their requirements. As a result we have a solution that we believe is acceptable and attractive for both vendors and their partners.

We can now make marketing expenditure work effectively for all parties and take away the pain surrounding funding complexity. This solution cracks the code to partner marketing. It solves the marketing dilemma that has been ongoing for many years.

Digital Partners: A unique model





Get started: Segmentation first

We acknowledge that all partners are at different stages of their digital marketing transformation and understanding. Before any decisions are made around funding and delivery, it is important that the right partners are chosen based on their marketing expertise and likelihood of successfully selling a solution according to key business traits, offerings and strategies. Once ideal partners are identified for a vendor to work with (whether they are new or existing contacts) the funding and delivery decisions can begin.

Moving on: Funding and delivery

Two more critical factors must be added to the equation before key partner marketing challenges can be solved. The first is funding, which requires understanding what money is available and for what specific marketing activities. The second is delivery, which covers where partners must go to access and use funds so they can deliver campaigns to market efficiently and effectively. The interplay of these three factors will be different and changeable for each vendor. Our expertise and unique **Digital Partners** solution model determines the ideal balance for optimised partner marketing that achieves vendor and partner goals. In essence:

- We have taken cash out of the equation, removing the need to pre-pay for marketing services
- We manage the entire funding process on behalf of partners
- We provide Marketplace packages for the fastest start for digitally capable partners
- We offer Virtual Marketing Managers that train partners, gain mindshare and manage campaigns on the partner's behalf



The impact

Vendors know they are investing their limited time and resources with the right partners. This alignment ends the constant challenge of getting partners to use funding campaigns and the need to compete against other vendors to sustain partner engagement with their brand.

- Target the right partners based on their digital capabilities with the tools and resources they need to drive more digital demand
- Remove the reliance on partners to drive and prove marketing activity
- Maximise the return from the funding available
- Recover attention lost to competing vendors



ARE YOU SEEKING WAYS TO OVERCOME TYPICAL CHALLENGES IN THE CHANNEL?

Find out about how we can help and
book your discover session today

Let's get started!

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