

Digital Partner Marketing

Increase Channel Marketing ROI
by Targeting the Right Partners for Digital Programs

Continuing Education for IPED Channel Masters

ChannelMasters®

THE **CHANNEL** CO.™

IPED® Consulting

Why We Are Here

Digital Marketing
& Partners

Understand
Channel
Needs

Enable
Partners for
Digital

Today's Discussion



Digital Marketing & Partners



Understand Channel Needs



Enable Partners for Digital



Getting Started

Defining *Digital*

*The marketing of products or services using digital channels to reach customers.
The key objective is to promote brands through various forms of digital media.*

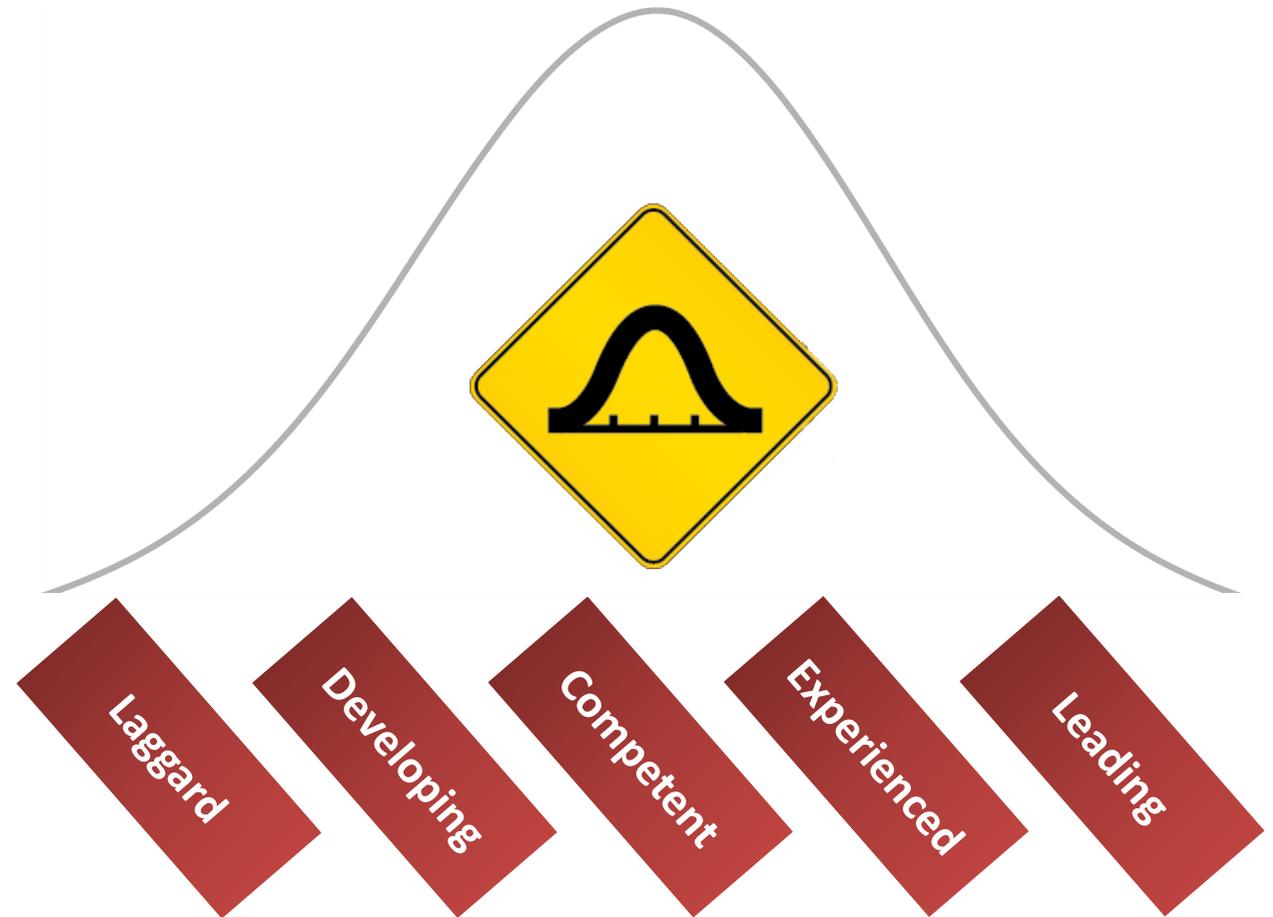
Digital marketing extends beyond internet marketing to include channels that do not require the use of the internet. It includes mobile phones, social media marketing, display advertising, search engine marketing, and any other form of digital media.

Most experts believe that 'digital' is not just yet another channel for marketing. It requires a new approach to marketing and a new understanding of customer behavior.

Source: Financial Times

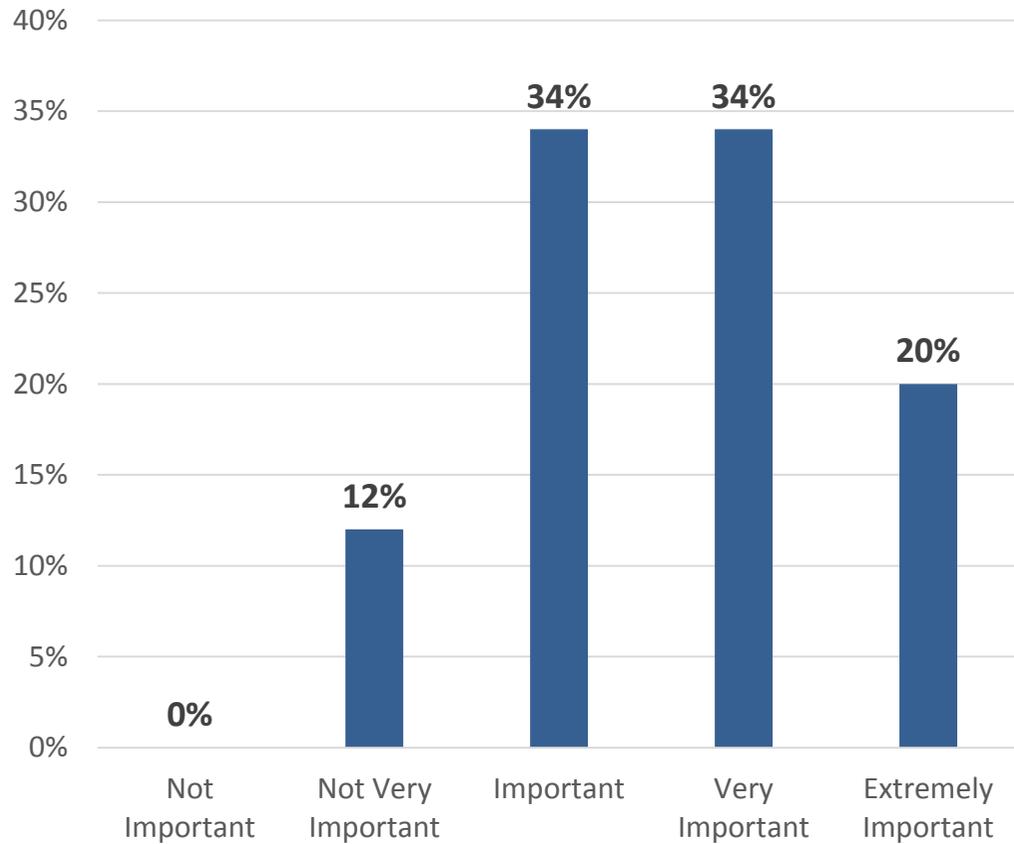
Digital Marketing Acuity

- Strategic approach
- Management buy-In
- Measurement and KPIs
- Resources and Structure
- Data and Infrastructure
- Integrated Marketing
- Customer Experience



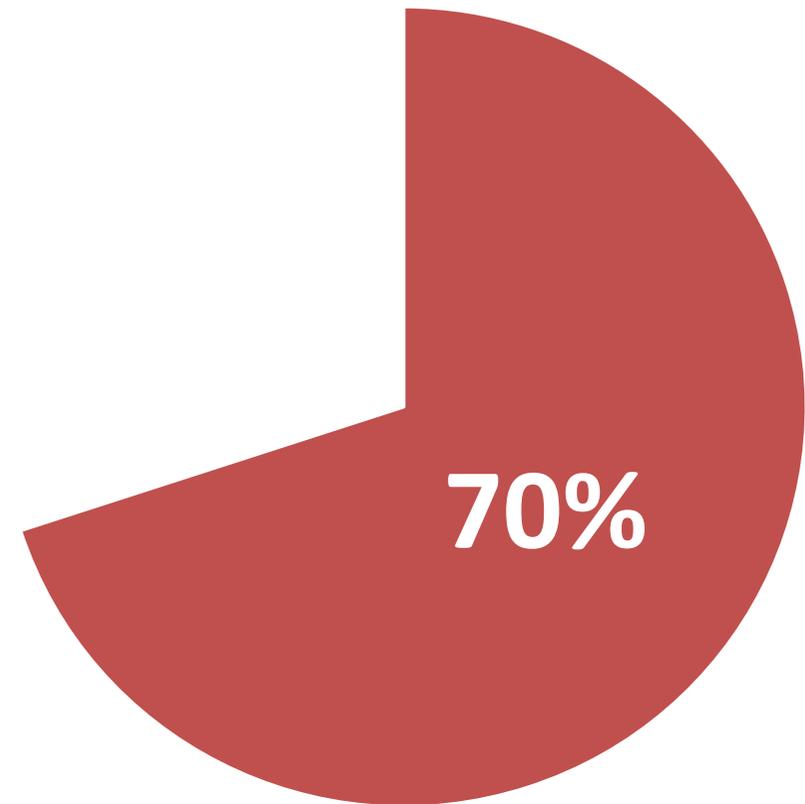
Digital Marketing in the Channel

Importance of Digital Marketing to Growing Channel Revenues



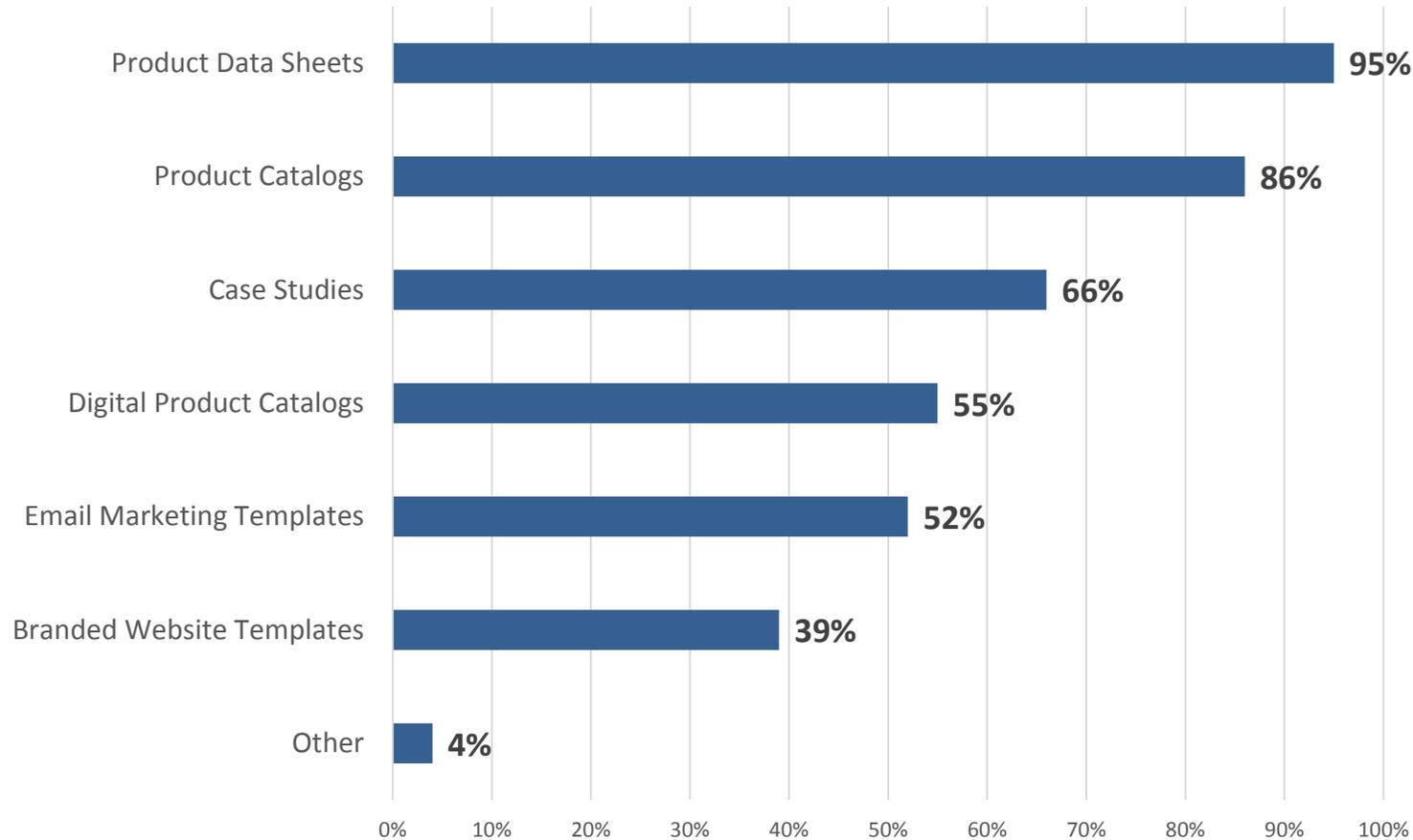
Source: MAPI, 2016

Unable to Measure Success or ROI for MDF Spend



Moving Beyond *Sell Sheets*

Marketing Content Provided Partners



- ✓ Engaged partners
- ✓ Closer collaboration
- ✓ Business alignment

Source: MAPI, 2016

Alignment and Systems are Critical

Vendors Rely on Spreadsheet for Partner Deal Tracking



Visibility and Automation

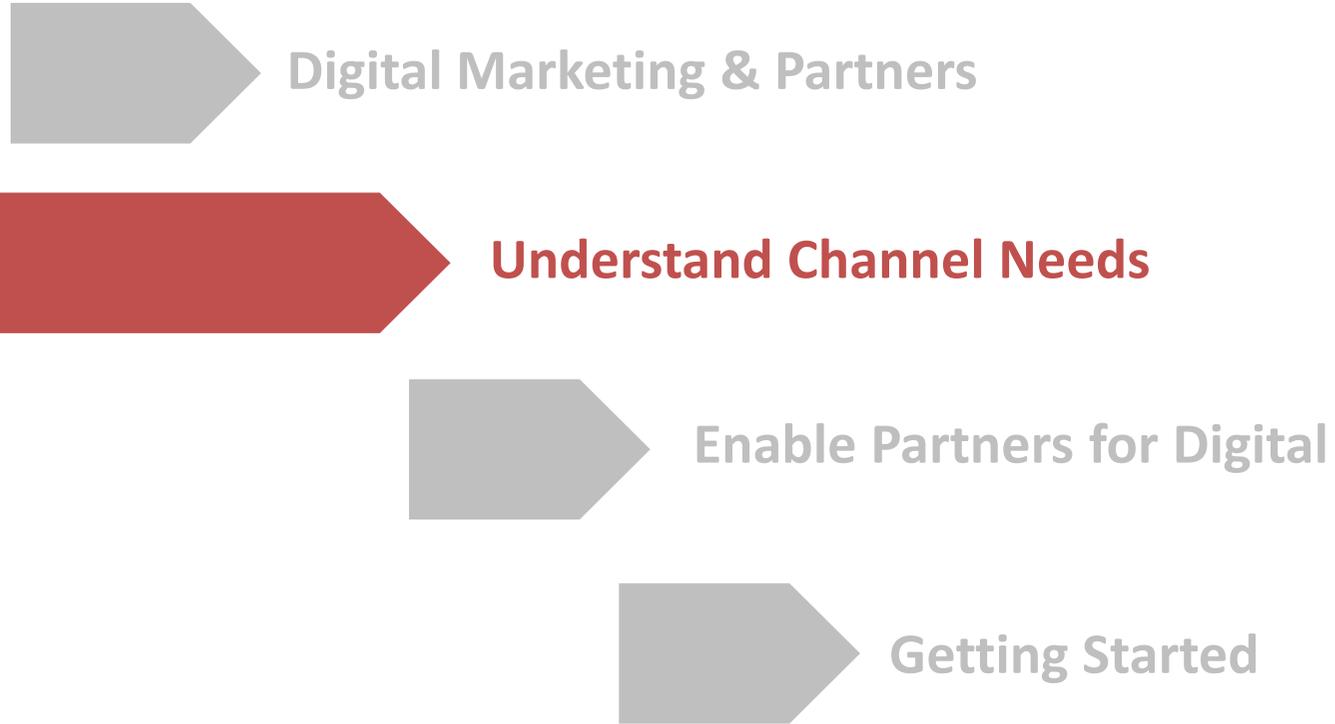


Barriers to Driving Growth Through Channel



Source: MAPI, 2016

Today's Discussion



Supporting Needs and Digital Goals



 Time/Capacity

 Executive Focus

 Perceived Value

  Expertise

 Cost/ROI

  Tools

  Past Experience

 Awareness of Need

Match Indicators to Digital Scorecard

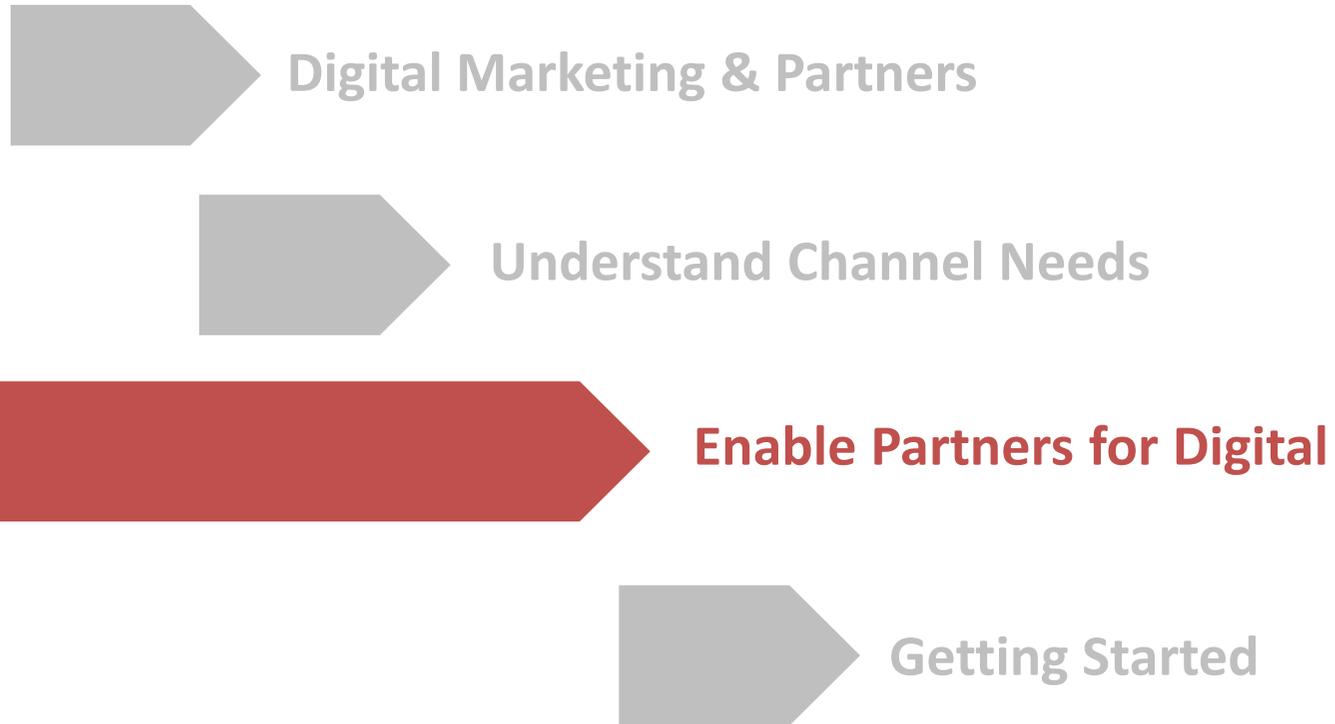


EXAMPLE

Know Your Digital Partner Segments

	Referral	One-to-Few	One-to-Many	Dynamic
Digital Sophistication	★	★ ★	★ ★ ★	★ ★ ★ ★
Marketing Approach	Relationship & Referral	Event & PR	Traditional & Digital	Planned & Integrated
Business Size	Small Partners (1-25 employees)	Mid-Sized Partners (10-100 employees)	Mid-Sized Partners (10-50 employees)	Large Partners (>100 employees)
Business Overview	<ul style="list-style-type: none"> Resellers/VARs Limited digital marketing efforts (resource constraints), reliant on referrals Static website, limited functionality 	<ul style="list-style-type: none"> Software developers and service/solution providers Joint sales & marketing staff Low priority for non-event marketing 	<ul style="list-style-type: none"> Service providers and software resellers Aligned sales & marketing staff Use marketing to grow across industries 	<ul style="list-style-type: none"> Solution providers Dedicated sales & marketing staff Customized marketing programs with targeted verticals
Digital Objectives	<ul style="list-style-type: none"> Content syndication SEO/SEM Email 	<ul style="list-style-type: none"> Event tools Social media Lead programs 	<ul style="list-style-type: none"> Lead nurture Co-marketing Digital communities 	<ul style="list-style-type: none"> Campaign integration Data sharing Website presence (featured)

Today's Discussion



8 Keys to Digital Success



Grow Digital with Existing or Enhanced Levers



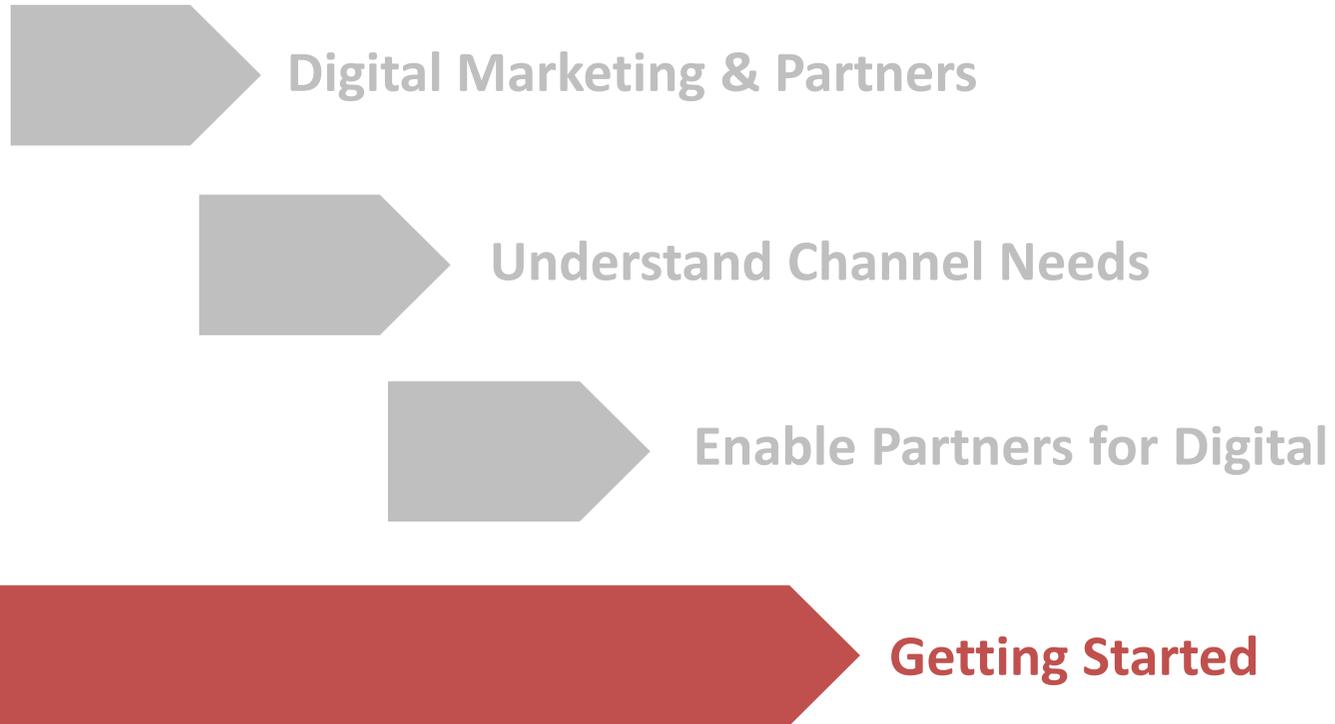
- *Channel Program/MDF*
- *Partner Portal Portal*
- *Partner Reps*
- *Marketing Materials & Content*
- *Marketing Technology*
- *Data/Targeting*
- *Guidance & Connections*

EXAMPLE

Simple, Segmented Enablement

	Referral	One-to-Few	One-to-Many	Dynamic
Digital Sophistication	★	★ ★	★ ★ ★	★ ★ ★ ★
Marketing Approach	Relationship & Referral	Event & PR	Traditional & Digital	Planned & Integrated
Digital Enablement	Self-Directed <ul style="list-style-type: none"> • Education and end-to-end guidance • Search and social media guidance and templates • Access to portal and content resources • Partner-collaboration opportunities • Marketing templates 	Full Service <ul style="list-style-type: none"> • Event management tools and resources • Social media guidance and templates • Pre-packaged managed services • Digital event resources & demos 	Supported <ul style="list-style-type: none"> • Marketing automation tool access • Digital community guidance • Customizable managed services • Digital sales enablement and tools 	Enablement <ul style="list-style-type: none"> • Content library and source documents • Exclusive digital tools and resources • Access to APIs and development commitment

Today's Discussion



Getting Started

-  Assess digital maturity for marketing organization – and the channel
-  Create simple digital marketing segments
-  Catalog and assign existing tools and resources to partner needs
-  Pilot digital actions aligned goals and objectives

Questions?

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Thank You



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