



What Works:

5 Takeaways from our Latest Channel Marketing Research

Each year, technology companies spend millions of dollars and hundreds of hours creating marketing campaigns – all with the high hopes that it will be their campaigns that channel partners will choose to pluck from the pile and use to market the company’s latest products. Since the unfortunate reality is that campaign utilization rates still sit at 25%, it’s time to take specific steps to move this needle.

1 Include 4 or more channel partners in the campaign strategy and design phase.

You don’t want to be labeled as the company that designs campaigns “in the corporate bubble,” and talking to one or two partners doesn’t provide a broad enough range of perspectives. Therefore, make time to better understand your channel partners’ business goals and objectives, desired content and level of support. In return they will feel a true sense of ownership, making them more apt to use your campaign over one that lands in their inbox.

2 Focus 50% of your efforts on campaigns that specifically target the install base.

Eighty percent of partner revenue is derived from existing customers, who are easier and more cost efficient to cross sell compared to new name accounts. Since partners will focus on this audience, deliver comprehensive campaigns that they can use to target this lucrative audience.

3 Create two major campaigns a year.

Most technology companies continue to push out four or more campaigns per year and then wonder at the lack of utilization. This isn’t surprising since channel partners typically have limited marketing staff and budgets that need to be spread across the companies they represent. By focusing on just two campaigns per year – one targeting the install base and the other, new name accounts – you will be more efficient with your time and dollars.

4 Develop buyer personas for the LOBs.

Now recognized as a critical influencer in the Tech buying process, LOBs are not widely understood by marketers who seek to capture their attention. Before targeting them, create buyer personas to understand their pain points, objectives and role in the sales process so you can develop informed messages, content and assets that resonate with the new seat at the table.

5 Train partner marketing teams on new marketing technologies and tactics.

In the last three years, marketing automation, content marketing and social media have changed the marketing landscape dramatically. Unfortunately, overwhelmed partner marketing departments are stretched thin and have struggled to remain updated on these new realities. By educating them and working collaboratively on these new technologies and tactics, you can increase ROI, build greater rapport and facilitate campaign adoption and usage – making it a win-win situation for you both.

Interested in learning more? [Read the complete benchmarking report.](#)