



Building a Through-Channel Marketing Strategy with Concrete Results



Agenda

- Speaker Introductions
- Benefits of Through-Channel Marketing
- Building Your Strategy - Where to Start
- Partner Visibility & Results
- Q&A



Speakers

Moderator:



Kristin Carey

VP Partner Development



Panelists:



Jeff Holmes

CEO & Founder



Penny Byron

Founder & Principal



(Advisor to Cisco, Juniper, Extreme, Check Point)

eTrigue Overview

- Through-Channel Marketing Automation
- Software + Services
 - ✓ Specialize in Channel
 - ✓ Digital Marketing Program Execution
 - ✓ Sales Performance Tracking
 - ✓ Creative Team
- Supporting 93 countries

Clients





Through-Channel Marketing & Challenges

Through-Channel Marketing



Through channel marketing automation (TCMA) - Enables partners to engage their customers with a consistent vendor brand experience to create awareness and generate demand.

It helps **organize** and **disseminate content** and supports the **execution of marketing** programs, campaigns, and co-branded collateral that drive partner-led demand and **accelerate channel lead** and **pipeline volume** and velocity. It includes **through-, to-, for-, and with-channel** marketing automation.

Jay McBain
Principal Analyst

FORRESTER®

Source: <https://go.forrester.com/blogs/channel-software-tech-stack-2021/>

Forrester – Channel Partner Marketing

Partner marketing profile	TCMA approaches	
Corporate marketer <ul style="list-style-type: none"> • Large single-tier partners or distributors • Carries many global brands • In-house marketing automation • Sophisticated marketing practitioners 	5%	Independent <ul style="list-style-type: none"> • “Give me branded assets and syndicated content.”
Power marketer <ul style="list-style-type: none"> • Large or mid-sized single-tier partner • Knows its target market well • Competent marketing strategists 	20%	Do it yourself (DIY) <ul style="list-style-type: none"> • “Give me content and assets that make it easy to sell your products.” • “Give me the tools to execute programs.” • “Let me cobrand, customize, and create.”
Neophyte <ul style="list-style-type: none"> • Large or mid-sized single-tier partner • Knows its target market • Already executing some marketing activities, such as events or email campaigns 	35%	Do it for me (DIFM) <ul style="list-style-type: none"> • “Give me content and assets that make it easy to sell your products” • “Give me options for turnkey, cobranded programs that I can opt in to ‘set and forget.’”
Luddite <ul style="list-style-type: none"> • Small or mid-sized single-tier partner • Relies heavily on sales, business development, and relationships to grow the business 	40%	Do it on behalf of (OBO) <ul style="list-style-type: none"> • “Conduct localized, cobranded marketing programs without my involvement.” • “Give me leads.”

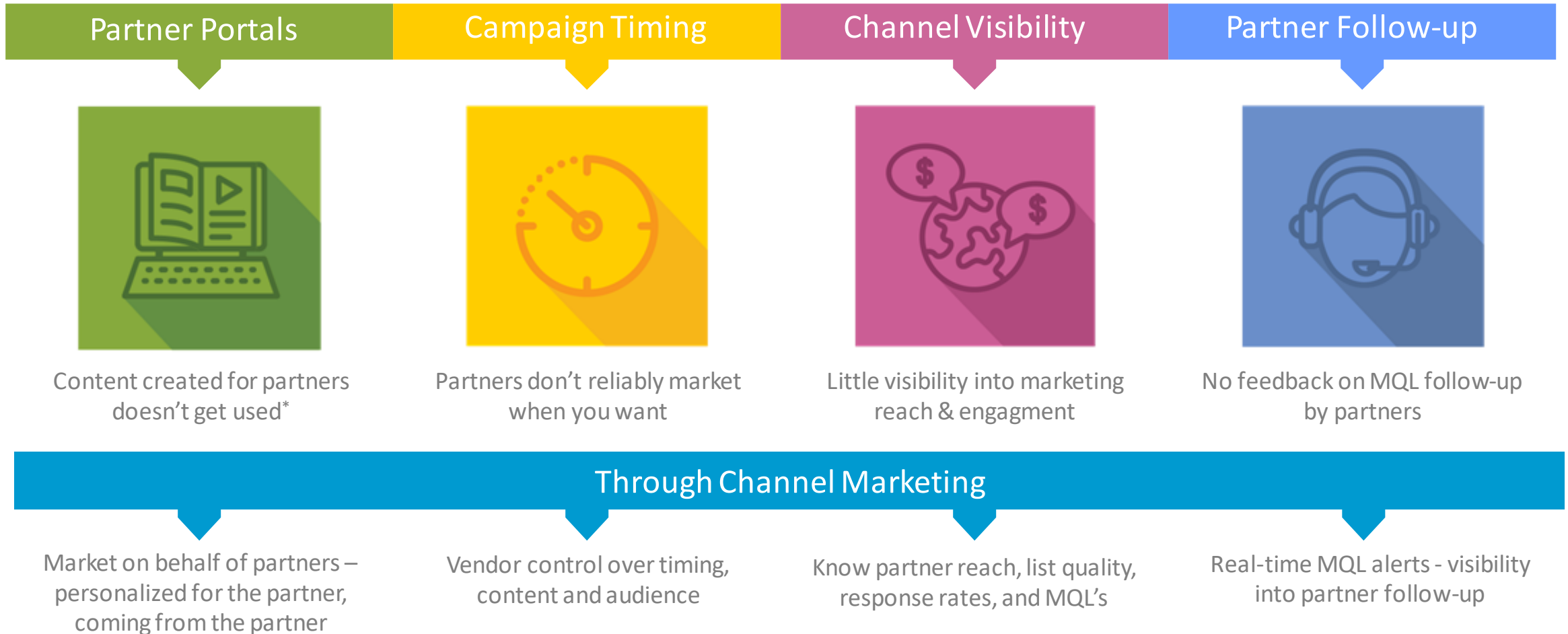
The Forrester Wave™

“If you don’t market for your partners, it just won’t happen. Most don’t have the time or the skills to drive demand or maintain your brand.”

Jay McBain
Principle Analyst
FORRESTER®

75% Make it Easy
– Do it for me

The Problem



Control over Partner Marketing from Campaign Launch to MQL

Through-Channel Challenges

Bandwidth / Expertise

- Developing scalable demand generation programs
- Identifying the right target prospects, less generic, more insights
- “If we build it they will come.....”
- Global requirements (GDPR, CASL, etc.)
- Content – new and relevant

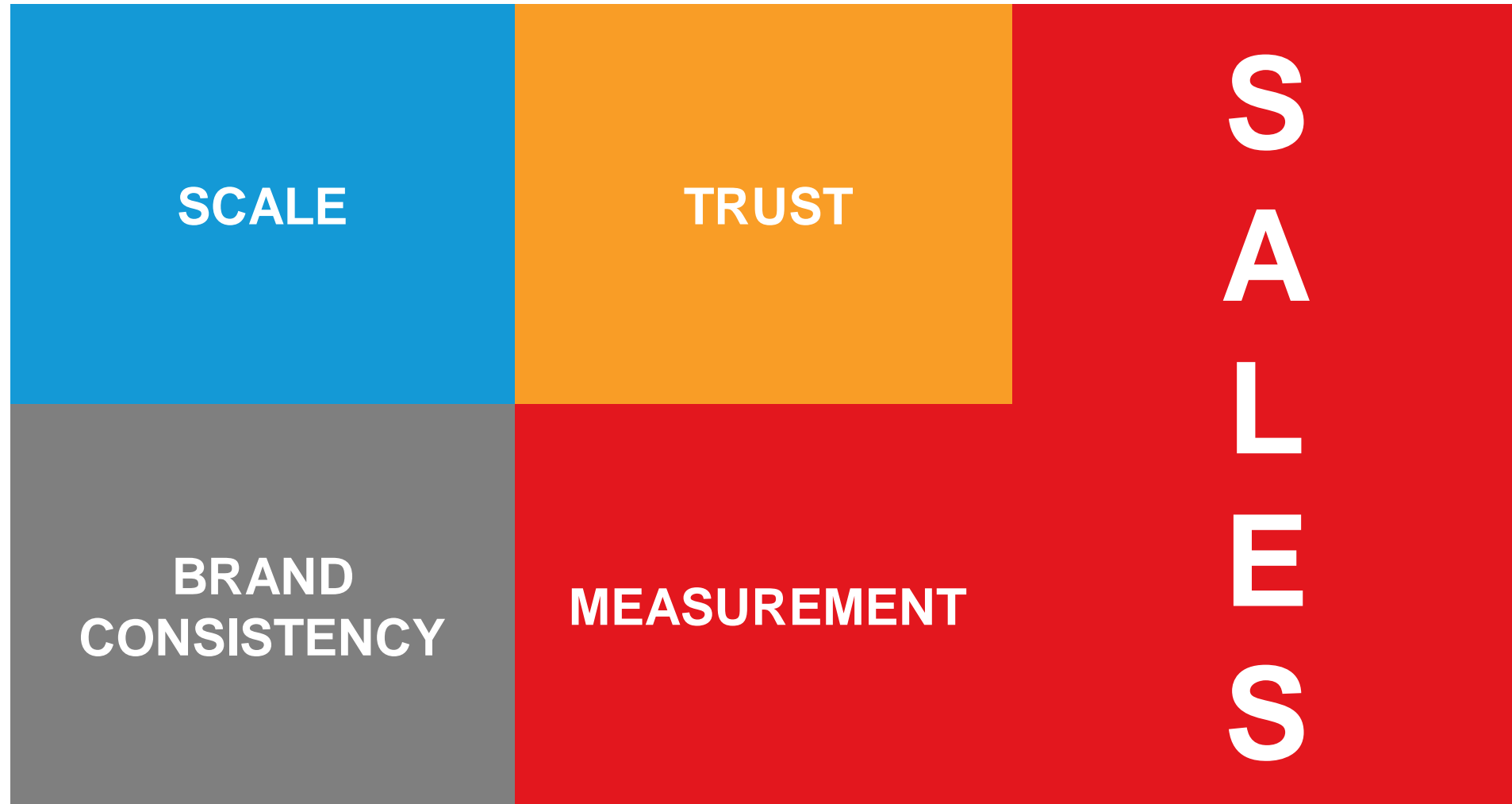
Partner-Related

- Partner marketing bandwidth & expertise
- Partner Trust Factor: Leads provided are partner owned, not shared
- Enabling mid-tier partners with limited resources



Building a Through-Channel Strategy

Through-Channel Benefits



Where to Begin.....Considerations

- Goals and Partner Landscape
- Partner Selection
 - ✓ Selling Area
 - ✓ Technical Capabilities & Certifications
 - ✓ Alignment & “Skin in the Game”
- Partner Engagement and Communication
- Scalable Tools
 - ✓ Intent Data
 - ✓ Automation Platforms
 - ✓ Execution & Reporting



How do we Up Level our Partners?

1. Target List Creation & Digital Intelligence


- a. How do we go about targeting?

2. Resources & Scale

- a. How do I scale to get the most revenue out of the channel?
- b. Not just partners assigned to you
- c. Cost effective and scalable

3. Content

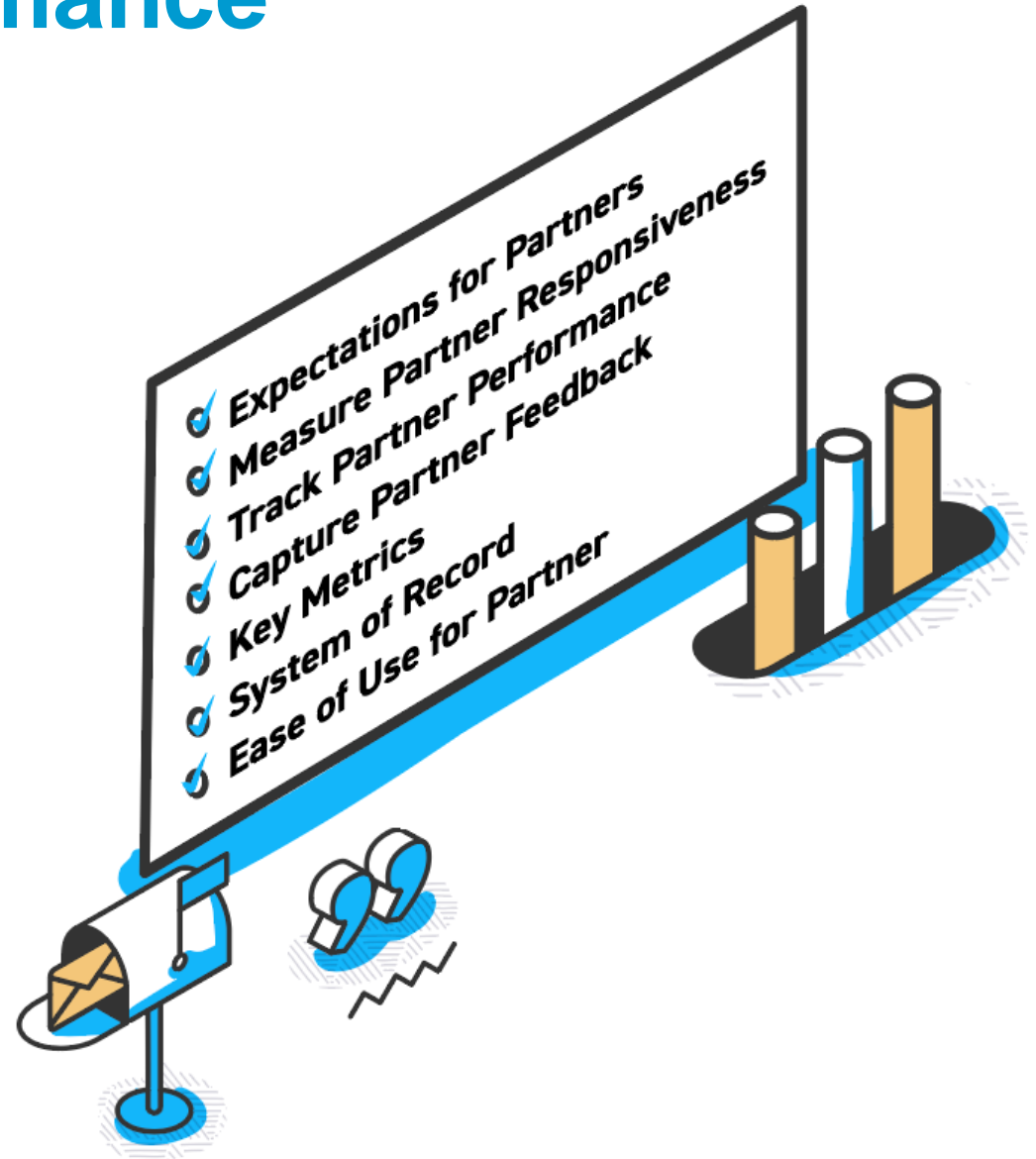
- a. Beast to create - want to have new, fresh relevant content
- b. How do you take core content and make partner facing?
- c. Challenging for corporate marketing



Capturing Results: ROI, Tracking, and Partner Performance

Partner Visibility & Performance

- Expectations for Partners
- Measure Partner Responsiveness
- Capture Partner Feedback
- Track Partner Performance
- Key Metrics
- System of Record
- Ease of Use for Partner



Lead Alerts & Follow-up Accelerate Your Results

Real-time Alerts

eTrigue Blazing Channels Consulting
Strategic Marketing Sales Impact

Real-Time Opportunity Alert | James Moody Jr. University of Florida

Real-Time Opportunity Alert

JIM SALESPERSON, CLICK HERE

Contact: James Moody Jr. Source/Profile Title: Partner - Partner name Company Address: IT Operations Analyst University of Florida 1 University Avenue Gainesville, Florida 32611 Phone: Fax: Email: james.moody@gsf.ufl.edu Website Memo: http://www.jgsf.ufl.edu	Lead Alert 12/24/2019 Rule Length 0 01 AM Visit Alert Stay Total 00:56:02 Pages Visited 6 From University of Florida Medical Center US 155.175.100.74 Referring URL: N/A
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Page	Duration
Website Home Page	00:06:22
Website Product	00:09:30
Website Services	00:10:02
Website Contact Us	00:05:32

Please take the following steps within the next 60 minutes:

1. Click on Blue "Click Here" bar to see info on page visits and content downloads.
2. Contact Prospect to discuss their interest level.
3. Update details of conversation, the outcome and opportunity.

Learn how to get the most out of Real-Time Lead Alerts:

- Increase converted rates by up to 10X
- Increase qualification rates by up to 7X
- Timely information leads to more engaging calls

Partner Central Channel Partners

We enable partners to create a high growth, profitable and differentiated business utilizing our award-winning products to address new opportunities to quickly grow their business. With rich margins, benefits and rewards, partners enjoy an outstanding return on their measurement with us.

Last Received

Sent Date: 2/14/19 4:57 PM
Campaign Name: Partner Lead Accelerator Campaign
Campaign Description: Lead Accelerator Campaign
Subject: Everything you ever wanted to know about our products Webinar

Last Participated

Campaign Name: Partner Lead Accelerator Campaign
Campaign Description: Lead Accelerator Campaign

- Contact information
- Sales materials
- Most recent campaigns

Sales



- Using alerts video
- Visit details
- Follow-up process

Sales Follow-up

Paul Huston
Senior Corporate Security & Intelligence
Advisor
VIA Rail Canada
Active

CONTACT INFORMATION
paul_huston@viarail.ca
(514) 871-6618
Created: Sep 23, 2019
Modified: Jan 7, 2020

SCORES
Relationship 1
Activity Score 30
Confidence Score 0

ACTIVITY SUMMARY

Interactions over all time

4 visits	January 7, 2020
14 page views	(00:08:59)
9 sent emails	
1 opened email	
11% open rate	
0 form submissions	

Sales Rep Response Activity Touch Management Details

Step 1
Choose Response Type
Meeting 03/27/2020 10:00 am

Step 2
Choose Opportunity Level
\$100k

Step 3
Add Sales Notes
I had a good call and have scheduled a meeting. Paul will be including his Chief Security

Submit

- How long did it take sales to respond?
- What was the outcome?
- Includes notes & qualification questions

Track Performance To “Each” Partner Sales Rep

TOP INDIVIDUAL PERFORMERS

TOP PERFORMERS IN RESPONSE TIME

Maria Chen	Mark Zill	Gloria Ramirez
5.2 minutes 5.2 min 1.7 days faster than average	2.6 hours 2.6 hours 1.5 days faster than average	23.5 hours 23.5 hours 16.3 hours faster than average

Maria Chen	Mark Zill	Gloria Ramirez
550k 71% of overall opportunities identified 17 responses	200k 26% of overall opportunities identified 22 responses	25k 3% of overall opportunities identified 16 responses

IDENTIFIED OPPORTUNITIES

Amount	Opportunities
\$5,000	0
\$10,000	8
\$50,000	6
\$75,000	5
\$100,000	3

RESPONSE BREAKDOWN

Type	Responses
Meeting	22
Conversation	14
Left voice mail	33
Spoke to admin	6
Referral	3

NON RESPONDERS

Steve Gere	Mike White
2 66% of overall pending leads	1 33% of overall pending leads

Sales Follow-up

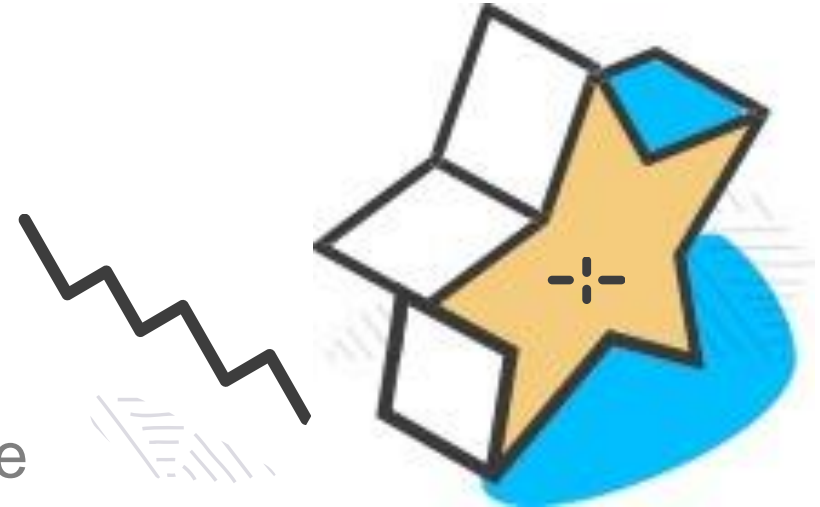
Opportunities &
Outcomes

The Doghouse

Key Takeaways

Building a Through-Channel Marketing Strategy with Concrete Results

- Benefits: Scale, Trust, Messaging, Measurability
- Partner Selection: Capabilities, Certifications & Commitment
- Weekly Accountability Sessions
- Measure Partner Success
- Communicate Back to Partner
- Clear ROI & Marketing Generated Revenue



Thank you!



Stay in Touch:

Meet with us: <https://www.etrigue.com/demo>

Look for our next webinar invite:

***“Selecting Top-of-Funnel Content
that Drives Quality MQL’s for Sales”***



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