



5 Partner Marketing Fails and How to Avoid Them



Agenda

- Speaker Introductions
- What makes a partner program successful?
- 5 Partner Marketing Fails
- Key Takeaways
- Q&A



Speakers



Kristin Carey

VP Partner Development



Jeff Holmes

Founder & CEO



A large, abstract blue graphic consisting of several overlapping, rounded shapes that create a sense of depth and movement, positioned in the upper left quadrant of the slide.

Partner Marketing: The Good, The Bad & The Ugly

What Makes a Partner Program Successful?

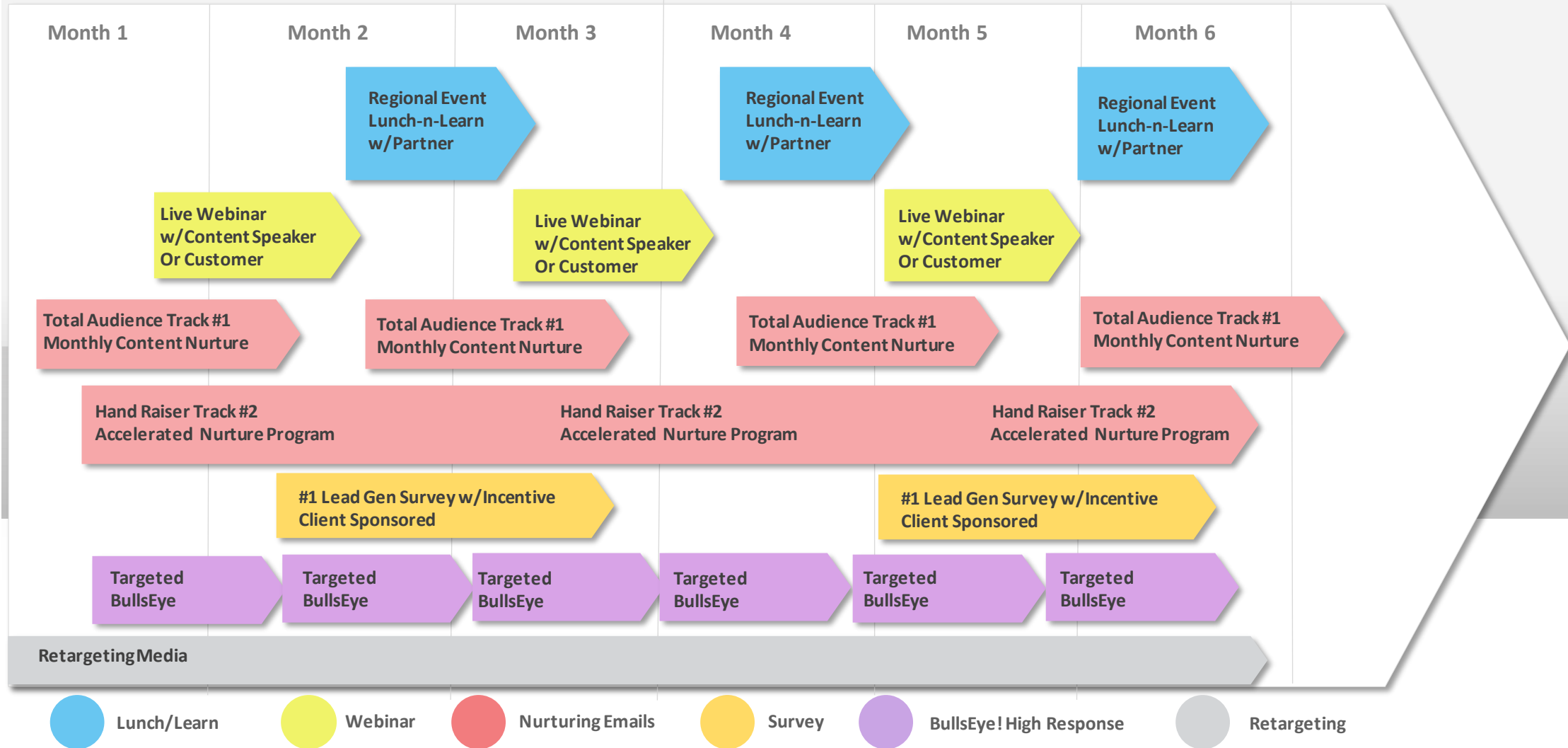
- Clear Goals, Target Audience, Content, and Offer
- Partners Primed for Growth
- Accountability for Results
- Big Picture Focus (project, qtr., annual)
- Support – Technical and Sales



5 Partner Marketing Fails

Sample Campaign Schedule:

Program Calendar of Events, Activities and Programs



Fail 1: Timely Follow Up

- Slow Follow-up by Partner Sales Rep
- Weekly / Monthly Dumps vs. Real-Time Leads
- Requiring Sales Reps to learn another "Portal"
- Unclear SLA on Lead Response Time



Methodology for Lead Delivery & Easy Follow Up

Fail 2: Database Limitations

- Old Partner Target Lists, only targeting net/new
- Not Enough Prospects
- Limited to Decision Makers
- Missing "intent / ancillary prospect" data points
- No Sales Rep Input



Start with an Accurate and Targeted Database

Fail 3: Lack of Sales Enablement & Support

- Battlecards & Scripts accessible
- Gamify the Sales reps to Compete
- Channel Manager Bi-Weekly Check-Ins
- Technical & Sales Engineer Availability



Arm your Partners with Training & Resources

Fail 4: Manual Campaigns

- Rely on the partner to do everything
- Limited to Short time campaigns
- No access to "analyst content" without sponsorship
- Too much of your time "teaching" best practices
- Not Scalable



Automate with Systems and Turn-Key Programs, Plug & Play

Fail 5: Focusing on Top 10% Partners

- 100% customization requires lots of time
- Treating large and small partners the same
- Poor MDF or Co-Op Fund Distribution
- All resources focused on top partners only
- Medium/Small partners left to DIY



Plan for all Partner Levels

Key Takeaways

Recommendations to increase partner campaign successes

- Expect & Reward Timely Follow Up by Reps
- Include Sales Materials in Lead Alerts
- Automate for Scale
- Offer Custom Prospect Development / Target Lists
- Provide Sales Enablement & Technical Support
- Plan Differently for Small, Medium, Large Partners



About Us - eTrigue

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

Clients:



Partner Marketing Assessment.....Coming Soon!

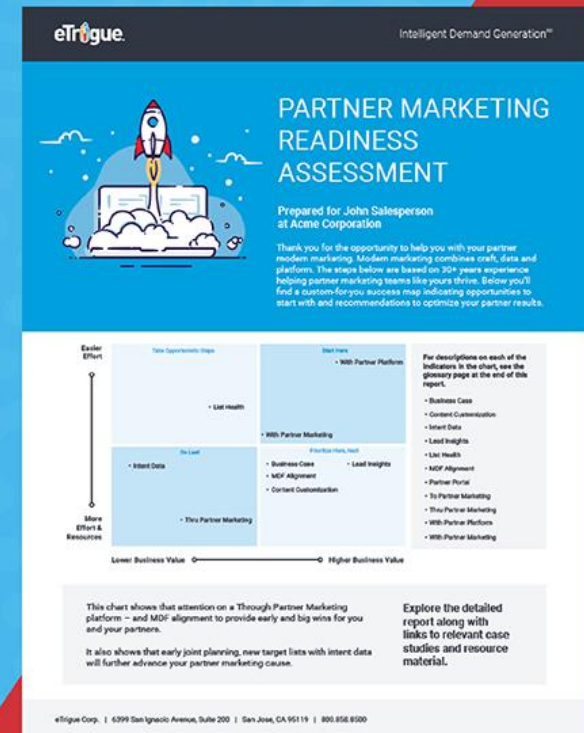
- 10 Minutes
- Custom Report
- Peer Comparison
- Quadrant Ranking
- Case Studies
- Resources
- Benchmarking



Prioritize how to improve Partner Marketing effectiveness.

Take the Partner Marketing Readiness Assessment in under 10-minutes.

Start Assessment



Thank you!



Look for our Interactive Report Coming:
March 1, 2022

“Partner Marketing Assessment”

Meet with Us:

<https://www.etrigue.com/demo>



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