



# Building a Next Generation AWS Consulting Partnership in the Age of AI

# Speakers



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# About eTrigue

- “Thru + With” Channel Marketing Programs
- Platform + Services Together
  - ✓ Specialize in Channel
  - ✓ Digital Marketing Program Execution
  - ✓ AI Lead Insights & Sales Performance Tracking
  - ✓ Creative, Content & Execution Team
- Supporting 93 countries, 21 languages
- HQ: San Jose, CA

## Clients:







# Building a Next Generation AWS Consulting Partnership in the Age of AI

# VAR-----→Strategic Provider

- Background at former VARs
- Top learnings from your time as a Channel Executive
- How did you focus your time among many Partnerships?
- Industry shifts that led to establishing RSM Collective
- What are you looking to accomplish with RSM Collective?

# Managing Multi-Vendor Partnerships

- Partnership Prioritization
- Investment from Vendor (50%, 75%, etc)
- Sales Rep Training and Enablement
- SPIFFs or Rebates
- Identify Which Partnerships are Driving Growth



# Solving the Channel Partner Marketing Problem

## Partner Portals



Content created for partners doesn't get used

## Campaign Timing



Partners don't reliably market when you want

## Channel Visibility



Little visibility into marketing reach & engagement

## Partner Follow-up



No feedback on MQL follow up by partners

## eTrigue "Scalable" Through Channel Marketing

Market on behalf of partners – personalized for the partner, coming from the partner

Vendor control over timing, content and audience

Full visibility of partner reach, list quality, response rates, and MQL's

Real-time MQL "Insights" - visibility into partner follow up

*Control Over Partner Marketing from Campaign Launch to MQL to "Insightful Follow-up"*

# Demand Generation at Scale

- Where do you start with Marketing Programming at a Large Channel organization?
- How do you encourage Sales Team engagement?
- When you have multiple programs running with different vendors, how and where do you track results?
- Example of one of your best performing demand generation programs?





# Partner Support & Growth

- What does a high performing vendor programs look like?
- As a VAR, how do you prioritize your partnerships?
- What can a vendor provide to a VAR that will motivate the team to grow the partnership?
- How do you decide an alliance partnership is not worth continuing?





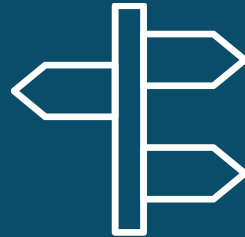
# Get a Complimentary Partner Marketing Roadmap:



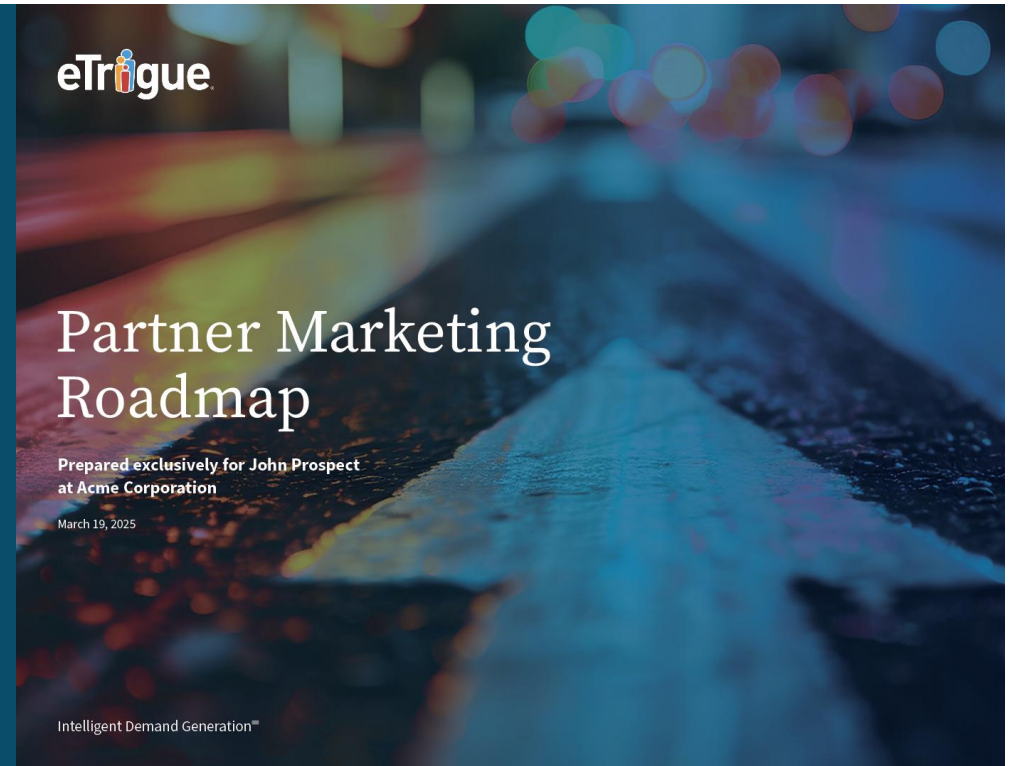
Peer  
Rankings



Personal  
guide to scale  
partner  
marketing



Tips on what  
to prioritize  
for the most  
impact



[eTrigue.com/Roadmap](https://etrigue.com/Roadmap)





# Thank you!

*Let's meet:*  
[etrigue.com/demo](https://etrigue.com/demo)

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