Positioning Your Channel for Success in the New Year

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:

NetApp, paloalto NETWORKS, aws, Red Hat, NUTANIX, NVIDIA, CHECK POINT, Extreme networks, Microsoft, AUTOMATION ANYWHERE Go be great., SAP, Castrol, shopify, FORTINET, Google Cloud

Positioning Your Channel for Success in the New Year

Agenda

- Customer-centric strategies that drive alignment between vendors, channel partners, and cloud providers
- Emerging AI trends and use cases reshaping the enterprise technology landscape and how to incorporate them into your marketing and sales strategies
- Untapped marketplace revenue opportunities and why cloud marketplaces should be central to your channel strategy
- Actionable tactics to position your organization for immediate impact

Driving Alignment:
Vendors, Partners & Cloud Partners

- Better Together – Customer and Partners
- Partners cover 35+ Vendors on Average
- Limited Team/Marketing Resources
- Start with Use Case for the Vertical, shows value
- Share case studies that pertain to customer
- Show the Customer your joint solutions

Marketplace Considerations – $5 Trillion Industry

- Marketplaces growing exponentially
- $1billion in Revenue for some Partners
- Build your Cloud Marketplace Strategy
- Propensity to buy offered by Cloud Providers
- Joint solutions can be offered with multiple providers
- Benefit: Draw down commitments
- **Marketplace transactions will double between now and 2027

aws marketplace

Get it from Microsoft Azure Marketplace

Google Cloud Marketplace

AI Use Case – AWS, RapidScale, and eTrigue

- Why AI? Innovation, Present State → Future State
- Introducing Lead Enrichment with "Lead Insights" from eTrigue
- AI Summarized Lead Details
  - ✓ Real-time contact validation, Background, Experience
  - ✓ Company and Prospect Social Media
  - ✓ Company Messaging, Competitors, Current News/PR
- Leveraging Generative AI for Real-time "Sales Insights"
  - ✓ Amazon Bedrock, Amazon DynamoDB, AWS Lambda
  - ✓ Anthropic Claude Sonnet/Haiku, Google Custom Search
  - ✓ Scalable, secure, instantaneous Lead & Company Insights
- Capture Partner Sales Team Follow Up and Pipeline, Registered Deals

Solving the Channel Partner Marketing Problem

Partner Portals

Content created for partners doesn't get used

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

Campaign Timing

Partners don't reliably market when you want

Vendor control over timing, content and audience

Channel Visibility

Little visibility into marketing reach & engagement

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

Partner Follow-up

No feedback on MQL follow up by partners

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

eTrigue "Scalable" Through Channel Marketing

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

eTrigue Helps Sales Reps Follow Up "With Confidence"

Lead Insights

Prospect Insights, delivered in real-time

Interests

Background, history and social media

Company Insights

Company, News, Messaging & Competitors

Follow-up Emails

Suggested Responses for Sales Reps

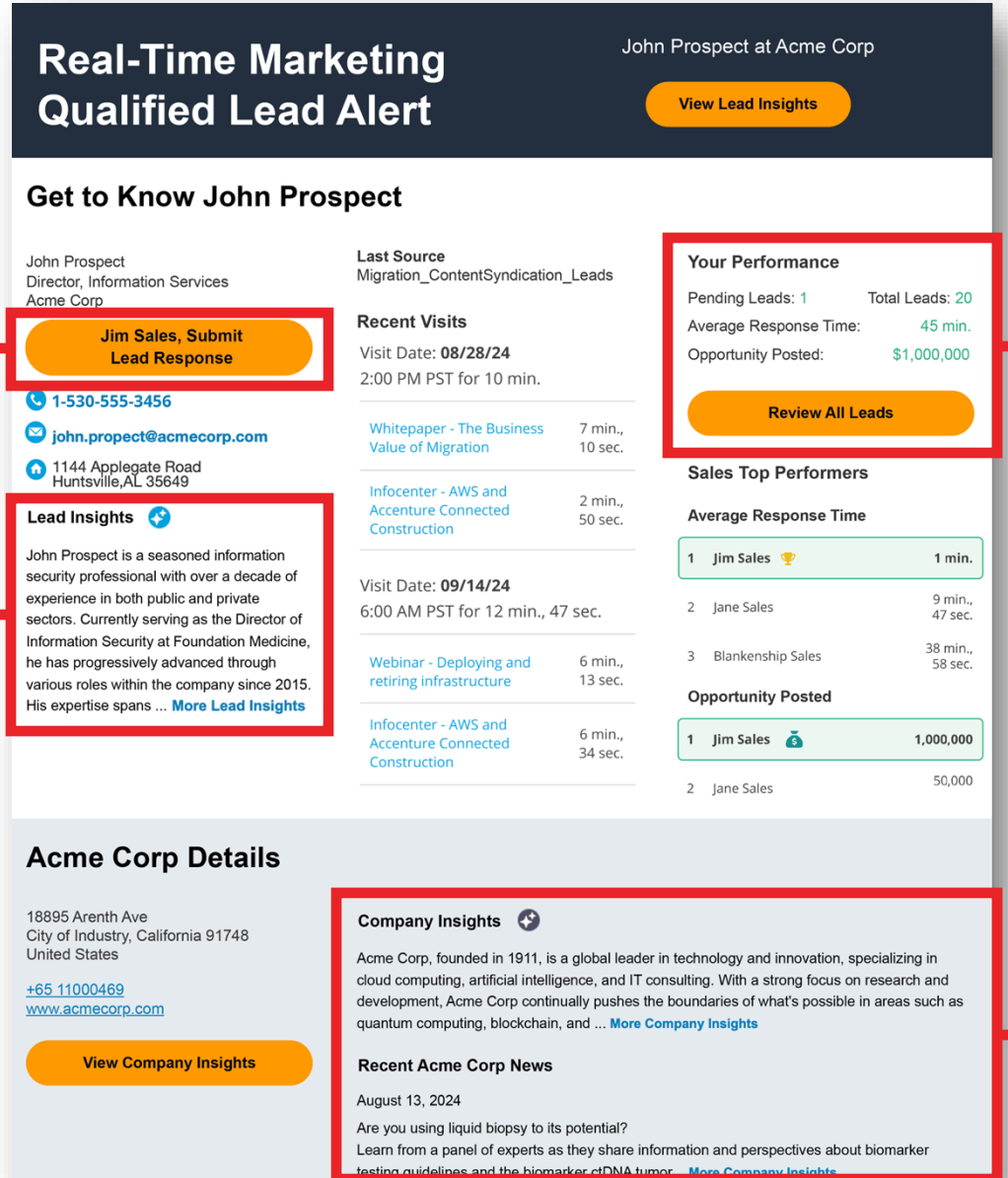
Real-time "Lead & Company Insights"

Email Lead Alerts to Sales Reps Drive Results

eTrigue

Next Step: "Sales Rep Click Here"

Prospect Insights & Background



Sales Team Performance

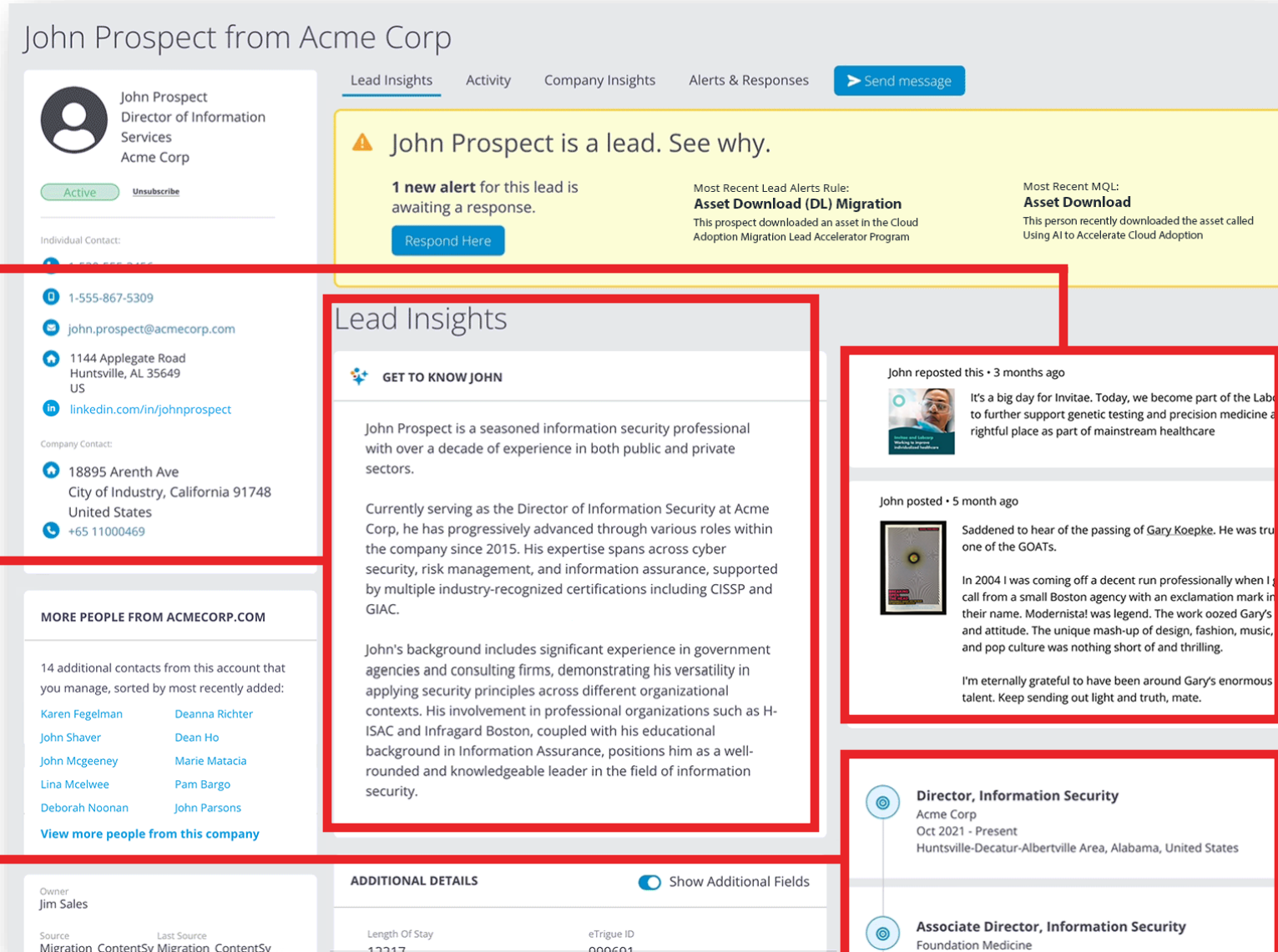
Company Insights, News and PR

“Prospect Insights” - Background & Social Media

Prospect Social Media & Interests

Prospect Insights & Background

Job History & Experience

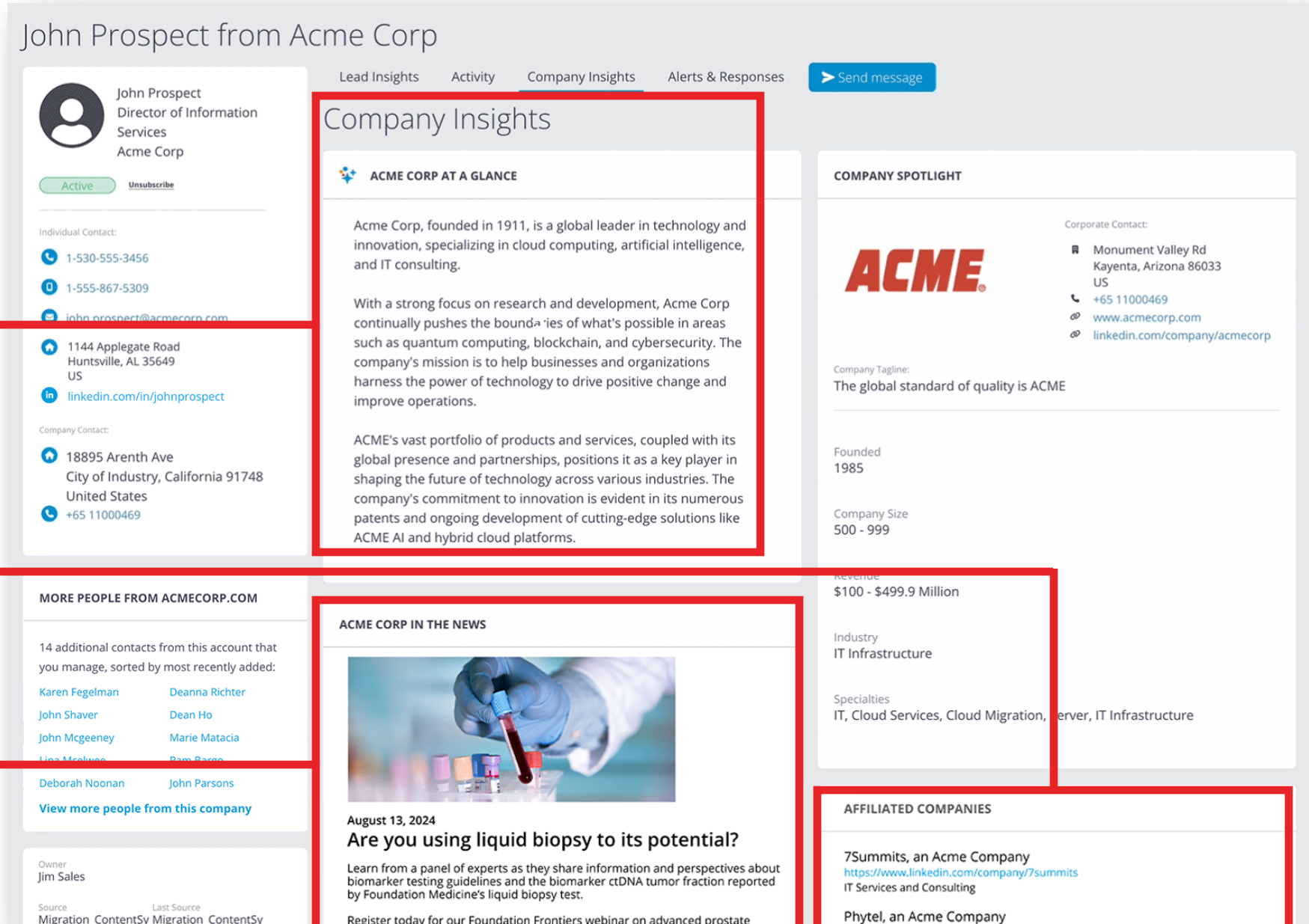


“Company Insights” - Details, Summary & News

Company Insights & Overview

Affiliated Companies & Competitors

Latest News & PR

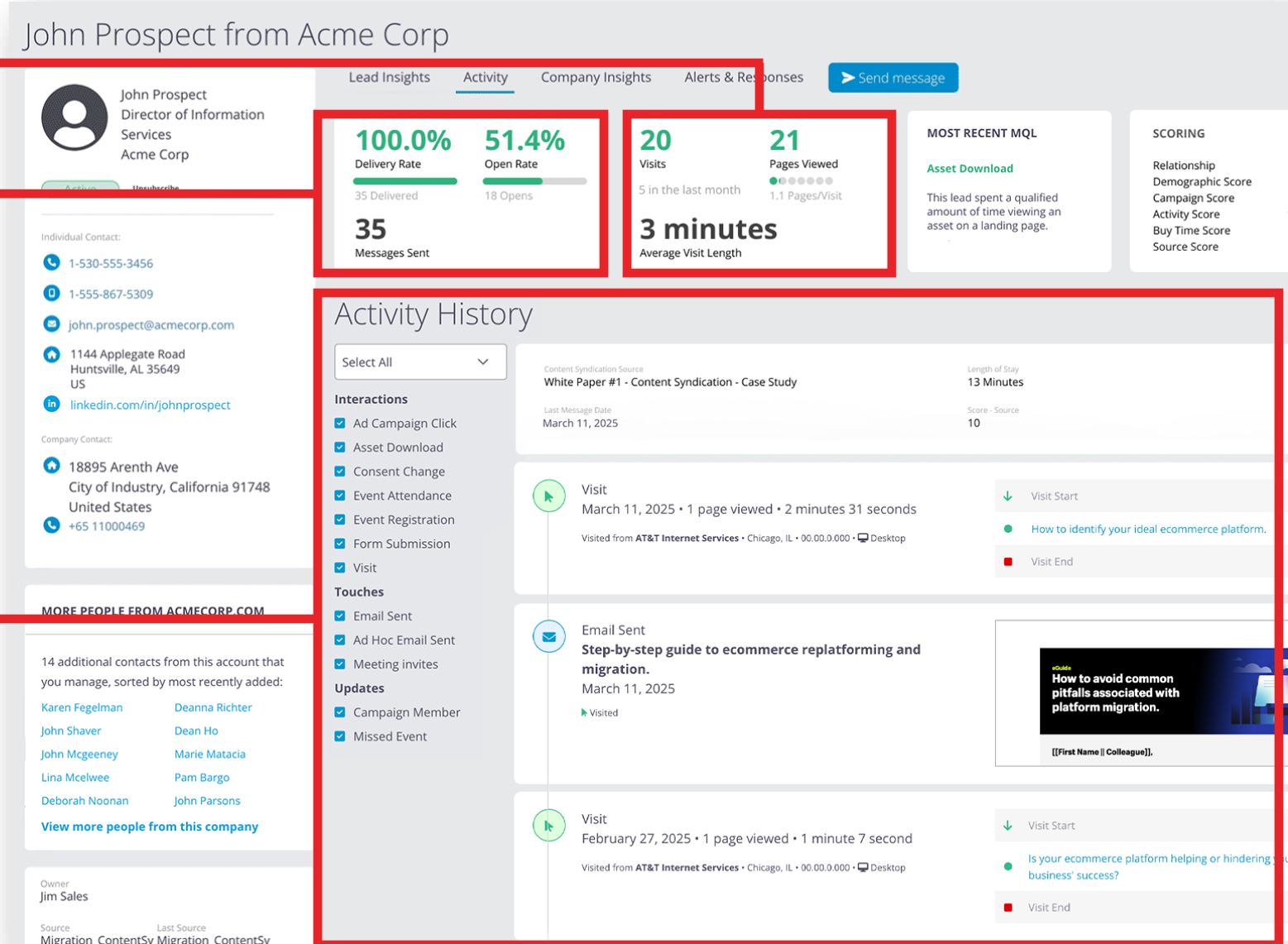


“Prospect Activity” - Campaign Interest & History

Show Prospect Interest Levels in Content

All Campaign Exposure

Campaign History

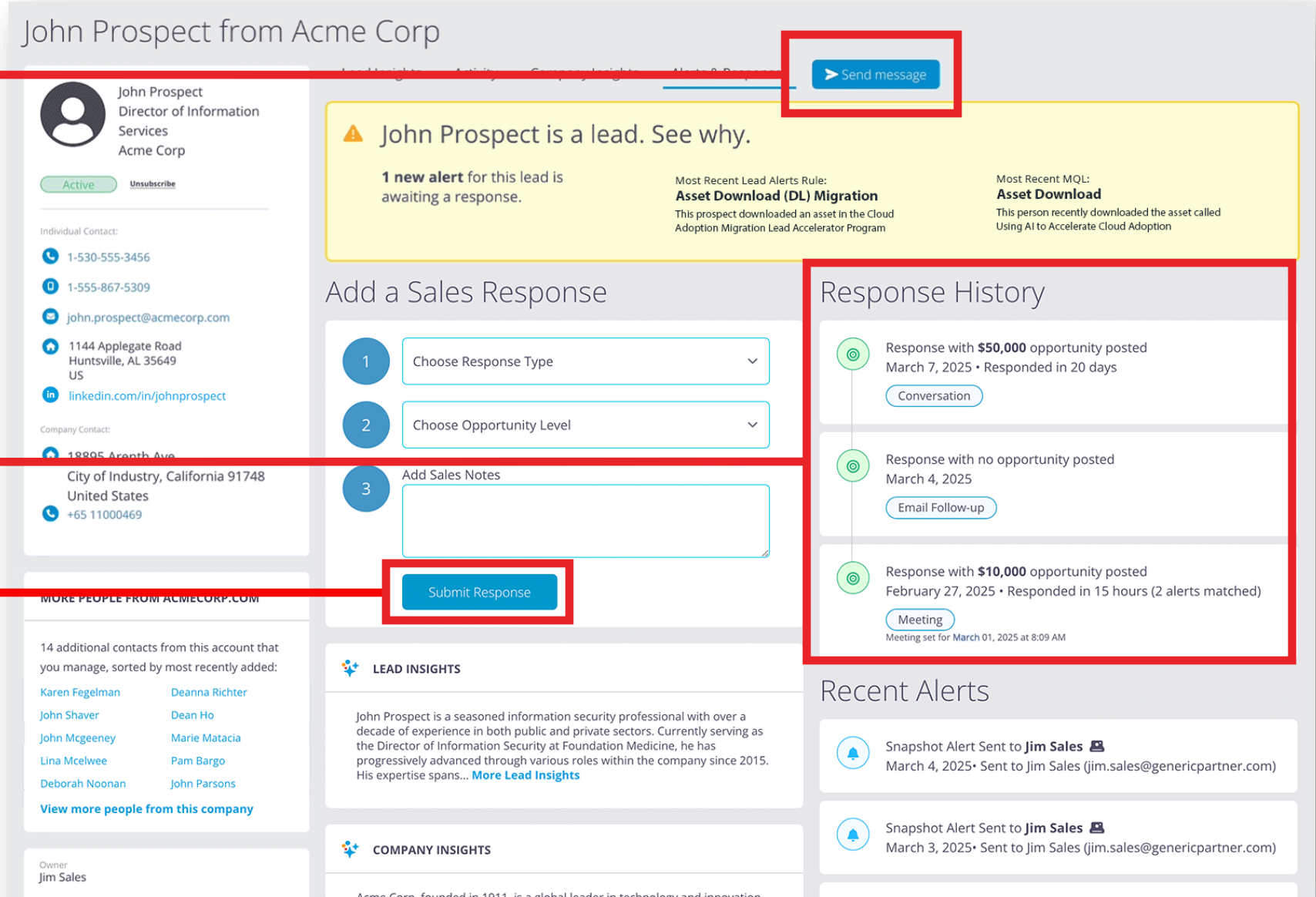


“Alerts & Responses” - Record Sales Rep Follow up

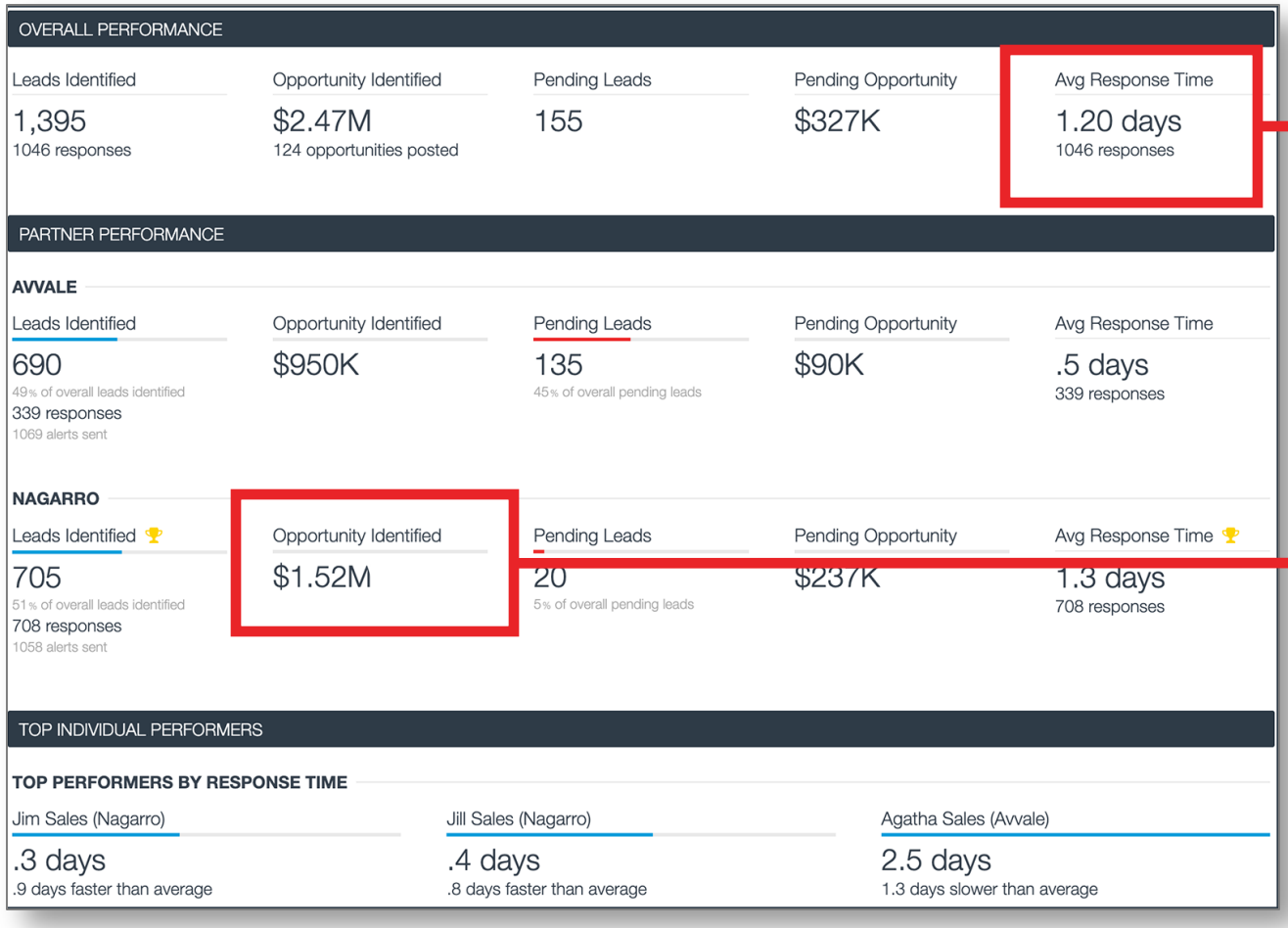
Suggested Follow-up Messages

Sales Rep Response History

Select Rep Response



“Track Performance” of each Partner



Program Roll-Up

Individual Partners

Heading into 2026.....Partner Support & Growth

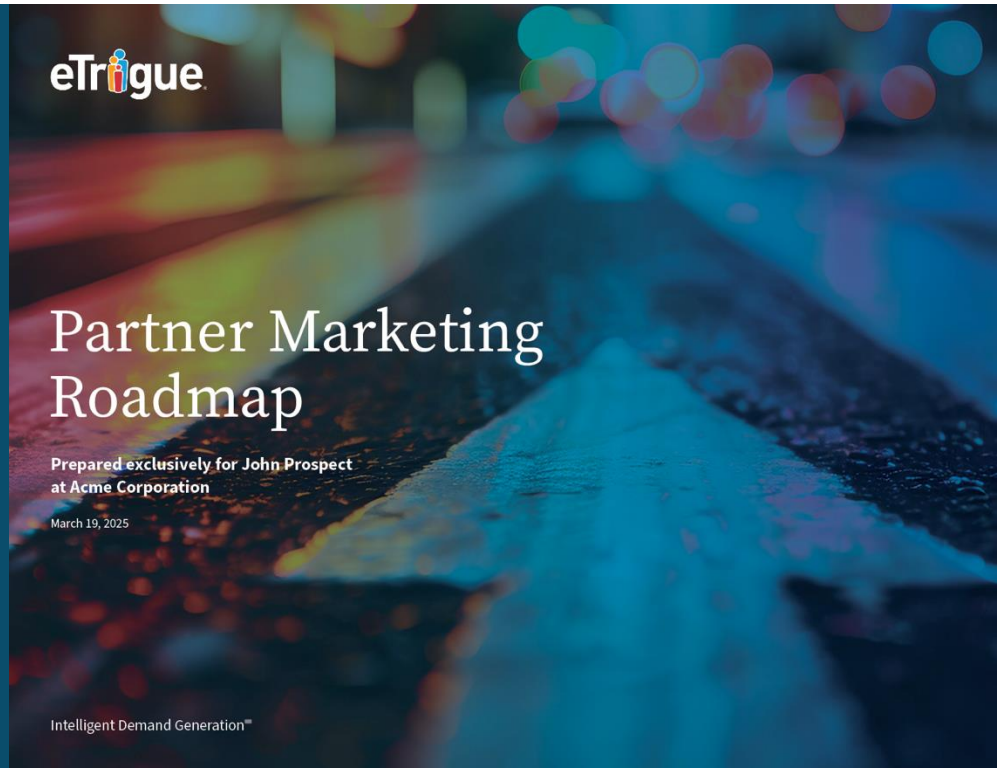
- Select and prioritize focus Partners for 2026
- Move away from Transactional Behaviors to Transformational Behaviors
- Run programs that align with Partner type
- Provide easy access to marketing resources, tools & programs
- Increase Partner Enablement
- Measure YOY Partner Growth

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

Thank you!

Let's meet:

etrigue.com/demo

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