

A handy guide

10 things your partner marketing solution should be doing for you?



1

Support your entire partner base 24 x 7 / in a single territory across the globe

Providing effective marketing support, partner-ready campaigns and assets to your entire partner community (24 x 7) through a cloud-hosted, easy-to-use, one-stop channel and partner marketing solution will help drive channel sales up, and increase brand loyalty.

2

Forecast and monitor partner and campaign performance via easy-to-use dashboards

Central dashboard reporting should be able to highlight partner and programme performance against agreed performance metrics and provide accurate forecasting for future activities.

3

See where the best deals are being made geographically to open up new opportunities

User-friendly dashboards should help you to identify your channel's geographical coverage and see where the best deals are being made on both a national and international level, thereby enabling you to recruit additional partners and open up new markets more effectively and in real time.

4

Develop partner-ready, co-branded marketing materials and campaigns through a feature rich but easy-to-use and powerful campaign (build and management) tool

Campaigns, including email, landing pages and social media, should be easily put-together with a powerful 'drag & drop' functionality within the campaign module.

Partner logos should be easily added to existing marketing materials to allow all partners to use partner branded, and vendor approved content along with universal drag & drop functionality that ensure building and adapting campaigns and managing your content / resource library is quick and easy to do

Additional functionality should include

Commercial image library access (also using universal drag & drop)

Segmentation, campaigns can either be targeted to partner segments (vertical, solution or geography for example) or partner-wide. Flexibility should be provided to allow campaign approval for all campaigns.

Email and landing page testing (including design, browser, spam, device and link checking)

Social media for vendors & partners, with the ability to easily add social content and monitor results through partner and campaign dashboards.

Forecast potential campaign success should allow 'snapshot' analysis and verification of partner data quality.

Programme monitoring and ROI analysis should be delivered through the easy-to-use campaign and partner dashboards.

5

Streamline on-boarding, training, accreditation and partner communications

The delivery and management of your on-boarding, ongoing training and accreditation should be simple to manage through an effective and easy-to-use training module with the ability to deploy video, webinars, learning resources (ebooks and slide decks) and interactive modules (accreditation).

Your platform should additionally allow you to keep your partners fully up to speed with the very latest in developments through a communications module.

6

Provide a scalable, global solution delivering multi-language / multi-currency options

Ideally there should be a user-friendly partner dashboard showing geographic metrics and the solution should offer truly multi-lingual, multi-currency and multi-platform capabilities:

Multi-currency:

Whether you and your partners work in pounds, dollars or yen, you should be able to track and report in your chosen currency against MDF allocation and spend.

Multi-language:

During setup you should be able to choose a language of your choice for the platform, allowing you and your partners to operate in the same local business language.

Multi-platform:

An easy-to-use mobile-first solution which is truly multi-platform should enable vendors and partners to get immediate access to the most up-to-date and relevant information.

Cloud hosting should further ensure this is available anywhere / anytime. When all this is combined with a transparent fixed-cost pricing model (based on number of partners not countries), you should be quickly and easily equipped to do business around the globe.

7

Reward high performing / capable partners with intelligence-driven allocation and management of leads and MDF/Co-Op

The use of intelligence-based data to allocate and manage funds and leads should help you to drive growth and gain brand loyalty to more efficiently increase your ROI.

You should be able to facilitate deal registration, management and reporting through a dedicated partner app and seamless CRM integration.

8

Provide a mobile app for real-time deal reg 'on-the-go' with seamless CRM integration to SalesForce and other CRM tools

Real time access to your campaign data at all times should allow you and your partners to monitor progress and record developments on the move. This enables Partners to stay up to date with all the latest developments AND even register their deals, in real-time, while out of the office – with no delays.

9

Incentivise and motivate partners with managed incentive programmes and partner / sales score and leader boards

Your platform should enable you to reward and incentivise your partners, their teams and employees for building their knowledge, focusing on, and ultimately selling your products, whether run-rate business or new product launches. Managing your incentive programme in the same one-stop channel and partner marketing solution should allow you efficiently provide an easier, faster, safer and more cost effective solution.

10

Enable partners to take advantage of partner-ready, co-branded direct mail options (local or international)

Your platform should allow you to create co-branded direct mail pieces, to provide to your partners locally or internationally. In turn, Partners should be able to easily request print / mailing quantities, (applying for MDF / Co-Op funding or not), and mail-merge with their data for centralised mailing. An integrated campaign dashboard should allow you to easily monitor and track results, enabling you to effectively check progress and importantly ensure all campaign activities are on track.

You may be doing your partner marketing in-house, letting your resellers do it themselves, using an agency on a project or managed service basis or using a partner marketing platform.

If your current partner marketing approach can't do these 10 things, shouldn't you be talking to someone about a solution that can?



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