



High Performance Channel Marketing

Leverage a data-driven, performance-based execution plan to help channel partners thrive

Overview

This workshop offers actionable insights and best practices employed by leading B2B channel suppliers to increase channel partner marketing performance. Specifically, an experienced Zift Solutions consultant will guide your team through a collaborative, proven process that produces a blueprint for driving partner marketing effectiveness and higher contribution to pipeline. Attendees will learn:

- *How to employ data to drive better return on investment (ROI),*
- *What types of marketing readiness programs yield the highest results*
- *How best to implement channel marketing technologies to meet the needs of both high- and low-touch partners.*



The Problem

Most companies that go to market through distribution or strategic partners face intense pressure to organically grow revenue while justifying every investment made in its pursuit. They often suffer from vague program definition and execution, poor accountability and measurement, lack of organizational interlocks or low adoption by partners, all of which lead to a waste of precious marketing funds and poor results.



The Solution

Zift Solutions guides your organization through the key components and organizational processes necessary to plan, execute and generate predictable pipeline revenue through channel partners. We accomplish this by helping your organization execute high-performing channel marketing programs using the SiriusDecisions' Fast Tracking Channel Demand™ model — a proven, best-in-class framework that optimizes how companies market through channel partners to drive measurable pipeline contribution.



What's Included?

Zift provides a six-step process for channel marketers to follow when planning and executing partner-led demand creation and lead generation programs. The outcome of this workshop is to help your organization develop a data-driven, performance-based execution plan that results in higher marketing performance. Before concluding, Zift helps your team develop a pilot implementation plan using the Fast-Track Framework™.

Key components of this workshop include:

Marketing Planning

We begin by capturing profile data from partners and target buyers to develop a program that aligns the **right** partner with the right product, and then targets the customer with the highest propensity to purchase. We review data capture methods, such as partner surveys, along with the questions to ask and the best ways to use this data to align target markets, partner types and marketing requirements for different types of buyers.

Marketing Enablement

Next, we show your channel marketing team how to use enablement as a means to engage partners in demand creation and lead generation activities. Using the Zift123 Academy and partner outreach services, we help your organization develop a “To-Partner” strategy to ensure maximum engagement. As an option, Zift can help you define and deploy a marketing enablement program that rewards partners for their engagement. Incentives can be used as reward currency and partners can see their account balances directly from the Zift platform.

Concierge Services

We use a prescriptive checklist to demonstrate how channel marketing can guide partners through the marketing process using concierge services, which are available through Zift Solutions, internal teams or third-partner agencies. We also illustrate how automation can support partner/agency relationships, making it easy for partners to work with predefined agencies or distributors who may have their own agencies.

Tailored Partner Marketing Menu

We illustrate how best-in-class channel marketing organizations develop a tailored marketing menu using partner profiles and target buyer data. During this phase, we advise your organization on defining the steps necessary to develop and deliver a menu of partner marketing plays, including inbound, social, outbound and customer marketing activities, your sales and marketing team can use to generate and nurture leads.

Supplier and Partner Reporting

In the reporting phase of our workshop, we focus on developing metrics, dashboards and reports that describe channel marketing contribution and ROI. We also review key metrics found among best-in-class channel marketing dashboards, and guide suppliers through key performance benchmarks. This includes a review of metrics associated with different marketing tactics and a discussion of how lead levels and cost per lead are factors to consider when developing ROI estimates.

Running a Successful Fast-Track Pilot

As a final step, a Zift Solutions’ consultant will prepare a gap analysis that compares and contrasts the company’s current state against known best practices and peer benchmark data. We then develop initial recommendations for client validation prior to the preparation of a final report. Depending on project scope, we may include cross-functional surveys that involve your internal staff and partners as part of the process.



Typical Project Outcomes

- In-depth and actionable understanding of predictable and effective demand creation and lead generation with and through channel partners
- Faster growth of incremental company and partner revenue via highly leveraged internal and state-of-the-art external demand creation and lead generation programs
- Increased mindshare with partners based on proven demand-creation and lead generation program performance
- Improved competitive market position



Who Should Participate?

Channel sales and marketing leaders
Partner account managers
Partner sales reps (and selected buyers)

Field marketers and demand creation marketers
Channel sales or marketing operations teams
Channel sales enablement leaders



Sample Data Collection

In support of this engagement, Zift Solutions will work with the Executive Sponsor or Project Leader to collect and review relevant documents, such as:

- Channel marketing and sales organization charts
- Relevant information regarding product and/or solutions sold through the channel
- Partner census by region, product/solution, type, revenue, etc.
- Information on relevant channel initiatives, goals, incentives programs and investments, including co-op, MDF and variable operating expenses, such as current demand creation and lead generation programs
- Any campaign level reporting that describes both cadence and performance of ongoing campaigns, partner adoption, and revenue contribution

Workshop Deliverables

Key deliverables will include:

- Project kickoff and weekly check-in meetings for the duration of the project.
- Channel Marketing Assessment: Identification of key gaps and inefficiencies in current demand creation and lead generation processes, programs and investments.
- An Interim Report with preliminary findings and recommendations based on the comparison and contrasting of the current state analysis with best practices.
- A Final Report including prioritized recommendations and an action plan.