

Welcome to Zift's Channel Masterclass:
Marketing for Revenue
In the New #DigitalNormal





Zift welcomes
Janet Schijns,
CEO of the JS Group



A glowing lightbulb with a complex digital circuitry pattern inside, surrounded by a cloud of shattering glass fragments, set against a blue gradient background.

marketing for revenue in the #digitalnormal

Janet Schijns, CEO JS Group

**make no
mistake...**

**this pandemic is
accelerating changes
that were already
reshaping the
channel and our
industry**



A dramatic sunset or storm scene over a body of water. The sky is filled with large, dark clouds, and a bright orange and yellow sun is partially obscured by a large, billowing cloud. A lightning bolt strikes a smaller cloud to the left. The water in the foreground is calm, reflecting the colors of the sky and the sun. The overall mood is intense and powerful.

welcome to the #DigitalNormal™

**it's the shift in our go to market as the
result of a perfect storm; a storm many
channel partners missed**

this is a race

now companies are caught in a race to succeed or perish



innovation

economy

gen X & boomer
adoption

millennials
& gen-z

**there goes
our channel**

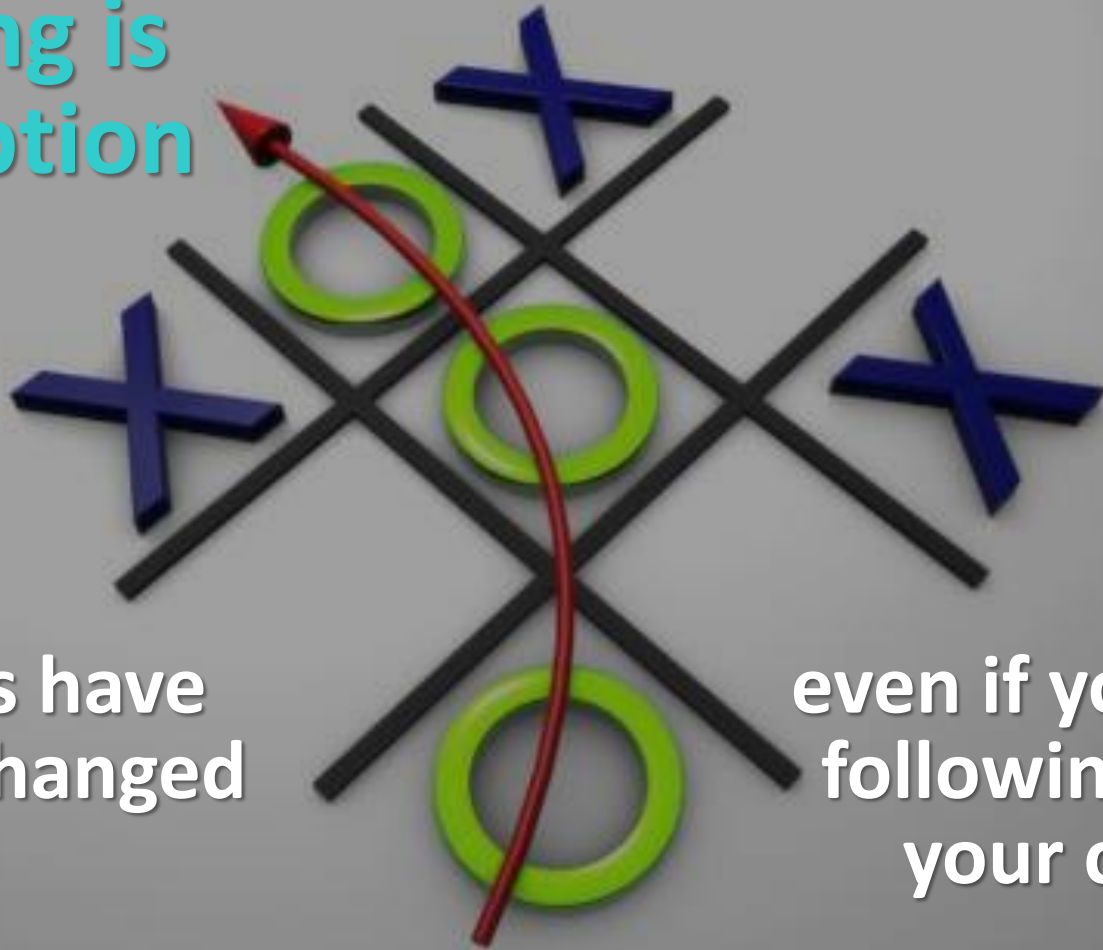
**changing
rapidly**



**we must
adapt**

**if we
can!**

marketing is
no exception



the rules have
already changed

even if you weren't
following them in
your channel

let's talk about changing channel marketing rules

A photograph of wooden blocks spelling out 'NEW RULES' on a windowsill. The blocks are arranged in two rows: 'NEW' on top and 'RULES' on the bottom. The background is a blurred view of a landscape through a window.

NEW
RULES

before we
redefine
the game

rule #1 in the #digital normal

channel program
brands are irrelevant
what matters is the
experience you
deliver (not what's in
your program guide)



companies don't
define their brands,
channel partners and
customers define
their brands!

**rule #2 in the
#digital normal**

**but they sell
for programs
they trust**

**People Buy...
From People
They Trust**

**data and
automation
build trust now**

rule #3 in the #digital normal

social selling is the new
channel chief measuring
stick and many chiefs come
up short here!

channel chief + social influence = revenue



rule #4 in the #digital normal

**it's not who you
know,
it's who knows
you and what
they know about
your program**

**more than 25
channel
sub-groups all
talking their
truth about
partner
experience**

rule #5 in the #digital normal



marketing
beats sales
every. single.
time....

yet, MDF ROI is
on the decline

when the rules
changed the
programs didn't!



**Where is the
channel in all of
this
#digitalnormal?**

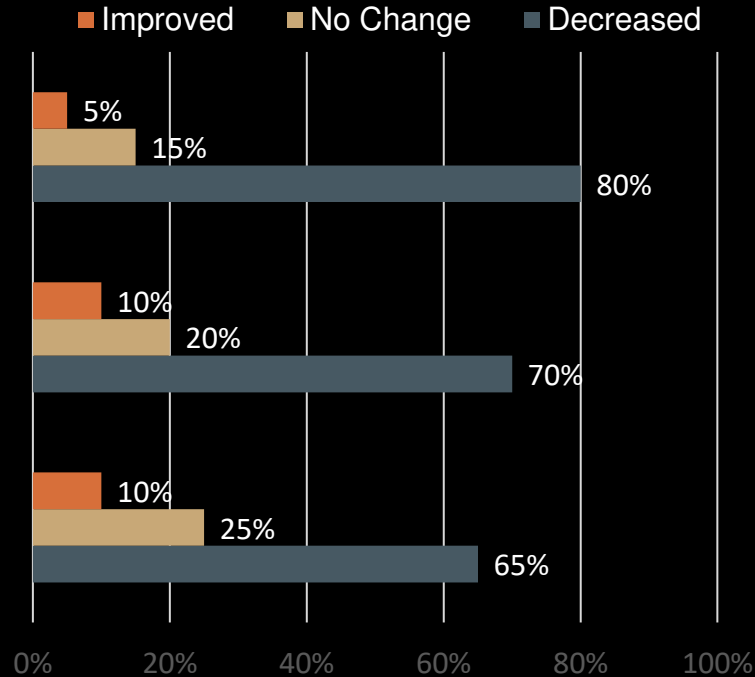
Capturing New Revenue

May 2020 Survey Results

1. in the past 45 days have your demand generation results improved, decreased or had no change?

2. in the past 45 days has your marketing ROI improved, decreased or stayed the same?

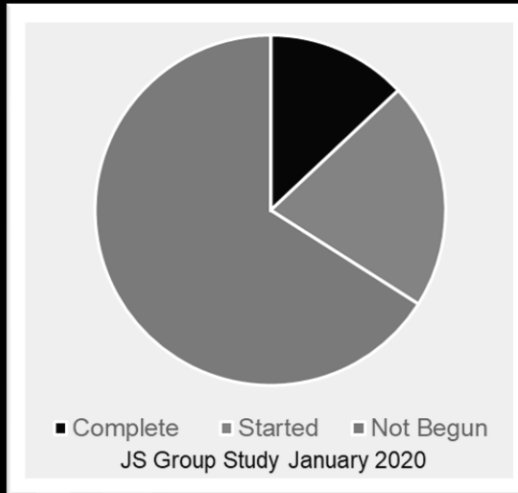
3. in the past 45 days, have you increased, decreased or had no change in efforts prospecting for new business?



prospecting has changed in the channel; it's time to change your approach or see revenue declines

The #DigitalNormal™ Channel Realities

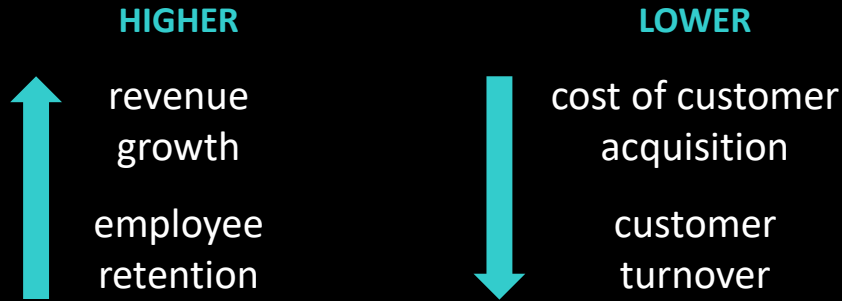
DIGITAL MARKETING X-FORMATION



- marketing needs had already changed before the pandemic
- how ready was the channel?
- 66% of the channel had not begun their transformation; they are dangerously behind
- you must determine what partners can win in this new marketing #digitalnormal

Lucky '13'

13% of partners have completed their digital transformation – they understood the rules were changing and got to the #digitalnormal



does your current channel strategy truly focus on and value these partners?

there must be, 50 ways, to win
in channel marketing...

TOP 5

here are five to start with

ONE make a new plan...

evolve your channel marketing plan for the #digitalnormal – it's all about micro-targeting

define the channels you need to win; be specific about the skill sets needed in the #digitalnormal.

partners % deal registration or certifications are not marketing criteria; try these instead:

- website value and trending
- social influence scores
- SEO/SEM results



ONE invest in the plan...

**81% of customers prefer a digital journey;
channel partners must meet the customers
where they live**

**evolve your MDF program, spiff/incentive
program and partner planning documents to
value demand creation in a digital normal**

**over invest in partner websites and social
selling to evolve past the “lucky 13”**



TWO you don't need to be coy...

define your go-to-influence strategy

how do channel partners learn about your program, incentives, marketing programs?

where do they learn about it?

list out online sites, news media, podcasts, events, blogs etc....

Pro tip: look at your partners in the same light – are they engaged in the right social selling channels? Only 11% are experts today....your marketing programs can help here!



TWO you don't need to be coy...

make a list of influencers by reviewing each item and tracking who was noted, mentioned, spoke, wrote an article (great job for interns)

now rank the influencers – who do they listen to? where do they listen to them?

design a plan to have a share of voice (SOV) with these channel influencers

remember, this can be outsourced both for your channel chief and your partners



THREE just listen to me...

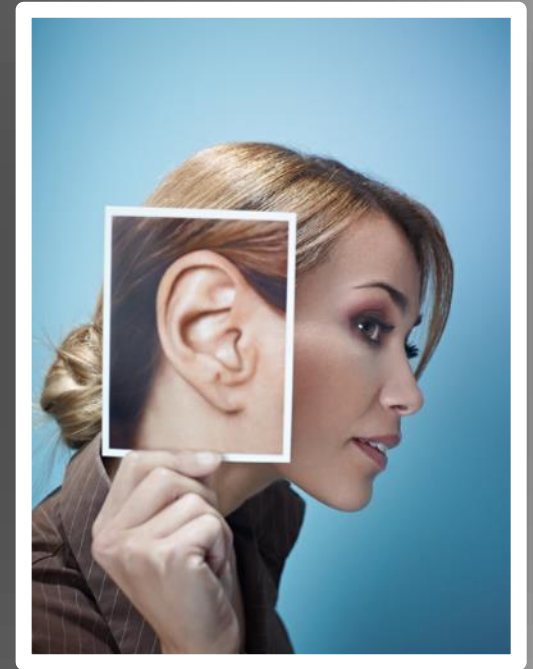
listen to the Influencers

keep track for at least 14 days of the topic(s) influencers talk about

don't over-simplify this task - look for emotion

look for engagement – you may wish to retain a few key influencers to gain traction

pro tip: evolve your MDF program to allow for influencer marketing



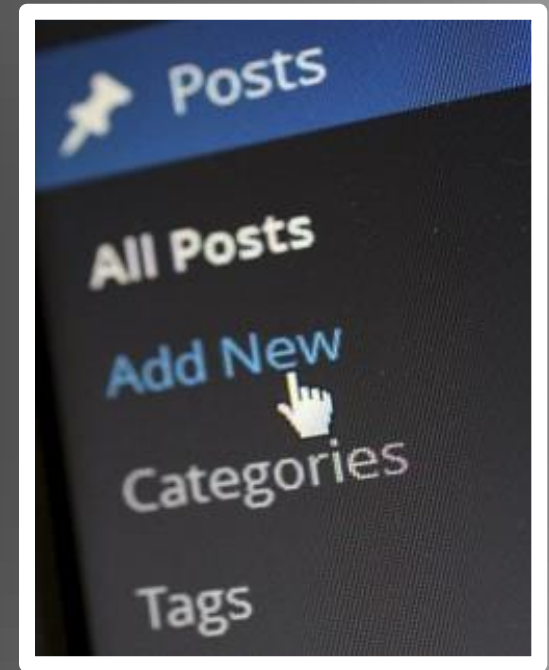
FOUR hop on the bus...

get in the content game

this is not just for social media - content matters in all digital and physical properties for both your program and your partners

remember, endless content about your program or your solutions helps no one

**consistency and measurements matter
track results to win**



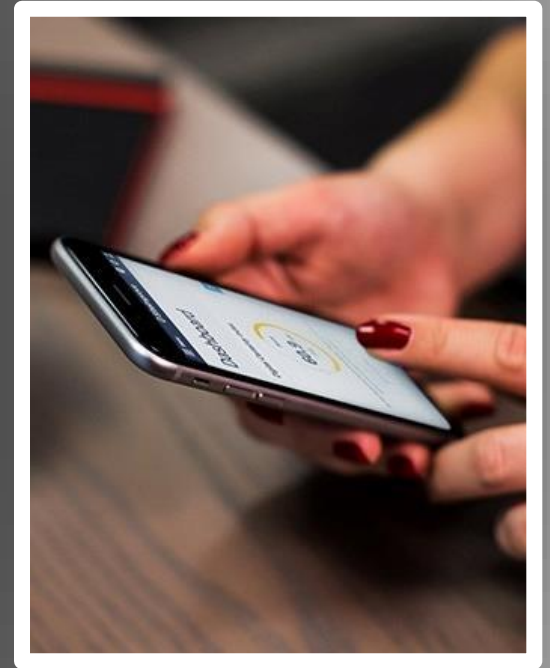
FOUR hop on the bus...

take it a step further.....go local to win

**help partners to micro-target sub verticals
or micro markets online and in social
media**

**invest in website refreshes for partners
that enable local search and local
engagement**

skip the SEM and work the schema!



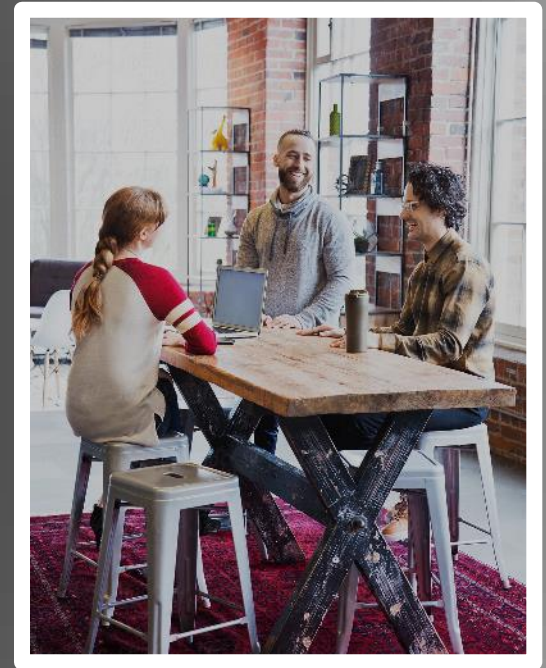
FIVE you don't need to discuss much...

engage daily with the identified influencers, partners and prospects

no lazy like buttons – this is the real deal engagement

engage with comments that call for a response from the channel

share the content of influencers with your unique take with your channel



FIVE you don't need to discuss much...

create your own content to share with and through your channel and influencers

remember to help your channel learn to connect with the influencers, customers and prospects in their target market

pro tip: social selling experts sell 77% more than their non-expert peers invest here



that's really the key...

**the key is focusing 360 degrees on
your channel marketing plan to win**

SUCCESS

the #digitalnormal demands it

Questions



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An obsession with buyer
experience starts with an
obsession with partner
experience

