



MARKETEERS

5 Ways to Quickly Scale Your Partner Marketing

“Thru & With” Channel Partner Campaigns

Part of the series:

Filling the Sales Lead Pipeline for Your Company

The Tactics and Tips to Get You There

We will start momentarily

Jeff Holmes

- CEO & Creative Director, 3marketeers
- Leads the demand generation team within the agency—currently running B2B lead generation programs in 93 countries, 21 languages
- Leading Silicon Valley marketing and demand generation agency for 37 years
- Made his first batch of home beer



Guest Speaker:

Kristin Carey

- Vice President, Partner Development, eTrigue
- Over 20 years running Channel programs for B2B Technology companies including Cisco, Dell, HP, IBM, NetApp, Shopify, et al.
- Recently took up Pickle Ball



About eTrigue

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

Clients:





75% or more of your channel partners don't have the time or resources to execute marketing and sales programs on your behalf.

FORRESTER®

5 Ways to Scale Your Partner Marketing

We'll be showing you how to:

1. Prioritize campaign components to quickly scale partner campaigns
2. Choose which partner will put skin in the game and deliver
3. Align your internal/external resources on “thru-partner” marketing campaigns
4. Deliver leads in real-time with actionable insights to your partners
5. Start generating leads for partners in 14 days

The Problem



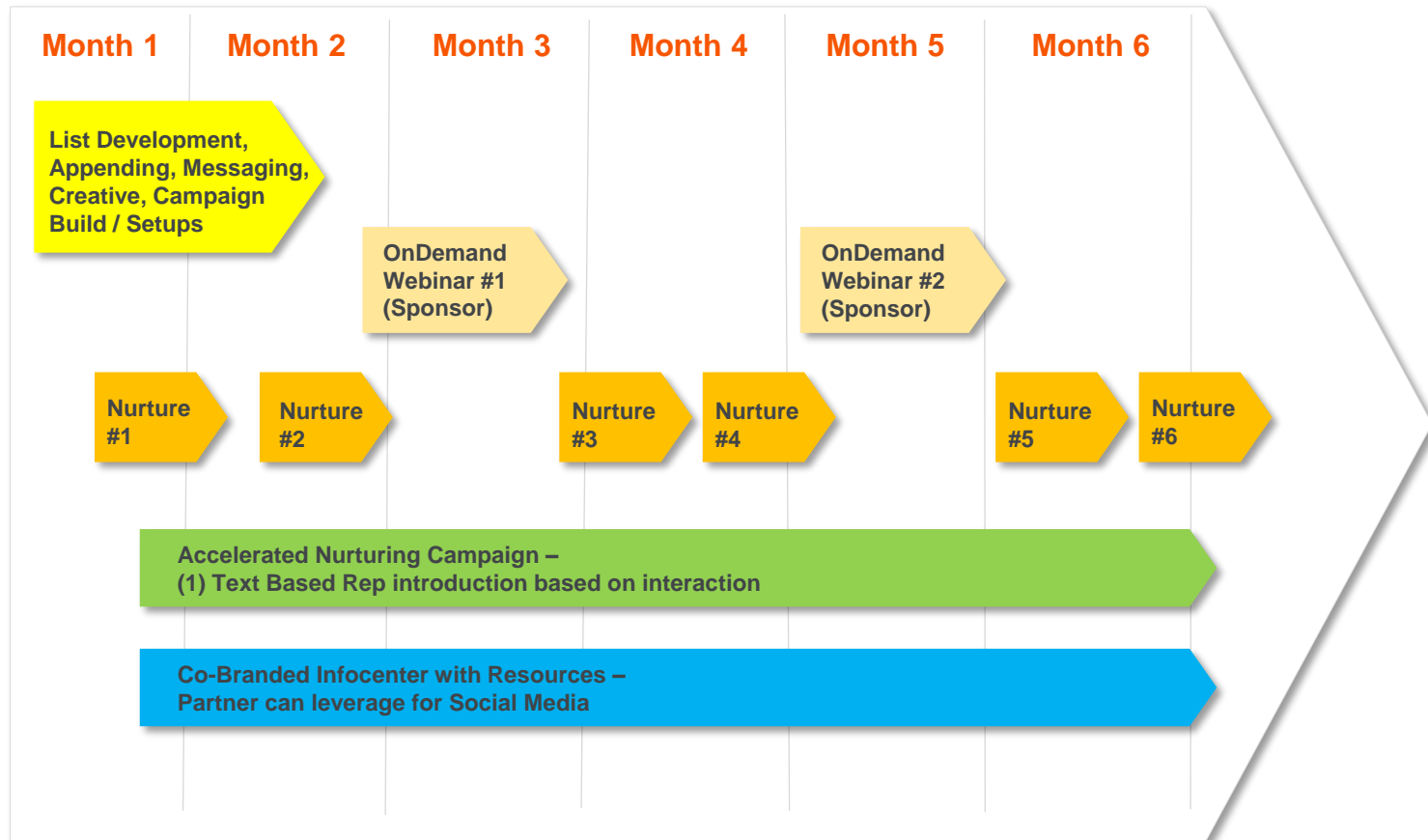
Control over Partner Marketing from Campaign Launch to MQL

Turn-Key Partner Program Offerings

- Lead Accelerator Scalable Partner Program – 6 Months
 - ✓ 10+ Partners (Platform & Services)
- Lead Accelerator Custom Program – 3 Months
 - ✓ Single Partners (Platform, Content, Media & Services)
- Lead Accelerator Expanded Program – 4 Months
 - ✓ Single Partners (Platform, Content, Media, Video & Services)
- Lead Accelerator Comprehensive Program – 6 Months
 - ✓ Single Partners (Platform, Content, Media, Webinars & Services)

Lead Accelerator: Scalable Partners 6 Months

Program Calendar of Events, Activities and Programs



 Content-based Nurturing

 Accelerated Nurturing

 Live Webinar & On-demand

 InfoCenter with Resources

Channel Lead Accelerator Program

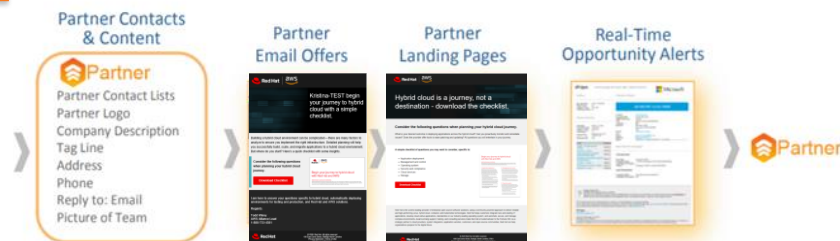
6-month Multi-touch Nurture Campaign



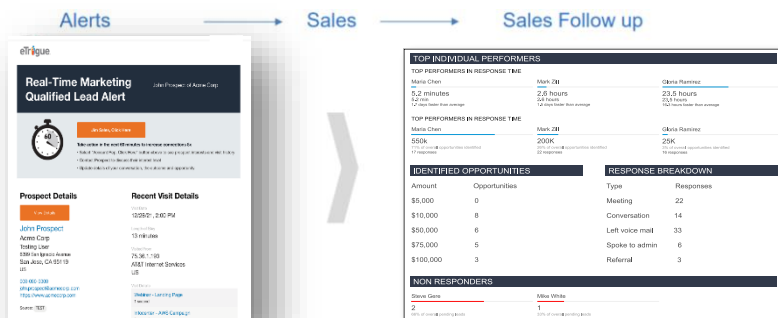
1 Digital Campaign – list, emails, webinars & leads:

- Prospect List – Target Accounts with Personas and complete contact info ~10,000 contacts built for you
- (6) Emails & landing pages with Sponsor content
- (2) OnDemand Webinars with Sponsor content
- Personalized with your company and sales rep info
- Real-time lead alerts sent directly to your sales reps
- Track team responsiveness by rep and opportunity

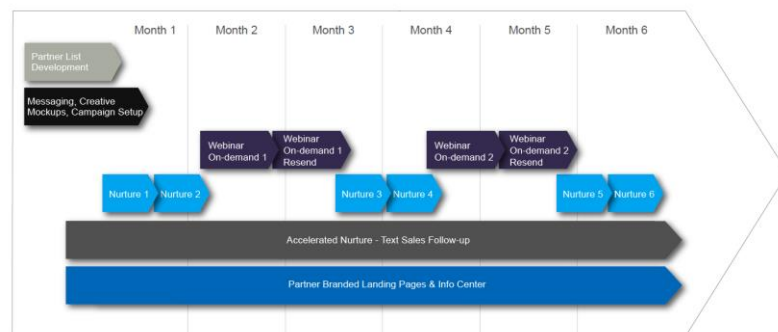
2 We build & execute the campaign, personalized for you:



3 Real-time lead alerts – track team responsiveness



4 eTrigue Provides End to End Campaign Management



Multi-touch Co-branded Campaign Assets

Invited Member
 10/27/2017 10:47:55 AM - 10/27/2017 - All 5 Steps to Getting Started

Your Partner
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NetApp **NVIDIA**

NVIDIA eBook: How to Get Started in AI

Hi Mike,

Looking to get started in AI? Whether you're building code, experimenting with projects, or rolling out deployments across your organization, we have the resources you need to get started in AI.

Implementing AI across an organization can appear daunting, but it doesn't have to be. In our eBook, *5 Steps To Get Started*, we've compiled the top steps and resources needed to have a successful AI implementation.

5 Steps to Getting Started in AI

[Download eBook](#)

I hope you enjoy the information in the eBook recently shared by our team at Genetix Partner and NVIDIA. If you would like to chat further, please don't hesitate to reach out to me directly.

Regards,
 Jim Sales
 jim.sales@genetix.com
 408.295.5293

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At Genetix Partner, our team and support programs make it easy for you to budget, manage, and understand your IT support services. Our end-to-end IT management plans include essential Strategic Consulting, on-site IT Management services, 24x7 remote Help Desk support, and Cloud-based tools and technologies. We have become a backbone of the greater northwest community for the past 25 years with dedicated strategy, planning, and IT support services. As a preferred partner, Genetix Partner is your trusted resource for solutions to ensure your team, customers, and vendors are protected.

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WHAT IS CONVERSATIONAL AI?
 Conversational AI is opening new opportunities in every industry.

You can learn the ins and outs of what makes this tech so hot.

Using Conversational AI in Enterprise Applications

What's Been in Conversational AI

Accelerating Conversational AI

How NVIDIA is Changing Conversational AI in Finance

DIVE DEEPER INTO DATA CENTER
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At Genetix Partner, our team and support programs make it easy for you to budget, manage, and understand your IT support services. Our end-to-end IT management plans include essential Strategic Consulting, on-site IT Management services, 24x7 remote Help Desk support, and Cloud-based tools and technologies. We have become a backbone of the greater northwest community for the past 25 years with dedicated strategy, planning, and IT support services. As a preferred partner, Genetix Partner is your trusted resource for solutions to ensure your team, customers, and vendors are protected.

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Landing Page

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NVIDIA INTERACTION WITH ARTIFICIAL INTELLIGENCE
 Discover how NVIDIA accelerates AI and how we can help.

What is Conversational AI?

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HOW CAN WE HELP YOU MEET YOUR GOALS?

CONTACT US

First Name

Last Name

Company

Phone

Country

[SUBMIT](#)

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Info Center

Lead Tracking for Partner Follow-Up

Alerts to Sales & Follow-up Drives Results

Alerts



Sales



Sales Follow-up

Real-Time Marketing Qualified Lead Alert John Prospect of Acme Corp

JIM SALES, CLICK HERE

Take action in the next 60 minutes to increase conversions by
 • Select "Answer Help, Click Here" buttons above to see prospect interests and visit history
 • Contact Prospect to discuss their interest level
 • Update details of your conversation, the outcome and opportunity

Prospect Details	Recent Visit Details
<p>VIEW DETAILS</p> <p>John Prospect Acme Corp Testing User 6339 San Ignacio Avenue San Jose, CA 95119 US</p> <p>000-000-000 john.prospect@acmecorp.com https://www.acmecorp.com</p> <p>Source: TEST</p>	<p>Visit Date 12/28/21, 2:00 PM</p> <p>Length of Stay 13 minutes</p> <p>Visited From 75.36.1.193 AT&T Internet Services US</p> <p>Visit Details Webinar - Landing Page 5 minutes, 50 second</p> <p>InfoCenter - Automation Anywhere Campaign 7 minutes, 1 second</p>

Recent Marketing Activity	Cumulative Visit History	Lead Score
Last Campaign Message Sent N/A	Born on Date 8/16/21, 2:08 PM	Demographic 20



Prospect Snapshot

Your Partner Logo Here Log In

John Prospect from Acme Corp **Active**

Activity Details Company Profile Alerts & Responses

Submit a sales response for John Prospect!
There are 18 new alerts for this lead that have not been responded to.

Add a Sales Response

Choose Response Type

Choose Opportunity Level

Add Sales Notes

Submit Response

Response History
No response history available.

RECENT ACTIVITY

- 22 visits
- 3 messages
- 5 scans
- 12 downloads
- 18 MQLs

SCORES

Relationship **HQS**

Demographic Score **30**

- Contact Information
- Sales Materials
- Most Recent Campaign

- Using Alerts Video
- Visit Details
- Follow-up Process

- How long did it take sales to respond?
- What was the outcome?
- Includes notes & Qualification Questions

Real-Time Lead Alerts of Prospect Activity

Next Step: **“Sales Rep Click Here”**

Most Recent Campaign Activity

eTrigue

Real-Time Marketing Qualified Lead Alert
John Prospect of Acme Corp

JIM SALES, CLICK HERE

Take action in the next 60 minutes to increase connections 8x

- Select "Account Rep, Click Here" button above to see prospect interests and visit history
- Contact Prospect to discuss their interest level
- Update details of your conversation, the outcome and opportunity

Prospect Details

VIEW DETAILS

John Prospect
Acme Corp
Testing User
6399 San Ignacio Avenue
San Jose, CA 95119
US

000-000-000
john.prospect@acmecorp.com
<https://www.acmecorp.com>

Source: TEST

Recent Visit Details

Visit Date
12/28/21, 2:00 PM

Length of Stay
13 minutes

Visited From
75.36.1.193
AT&T Internet Services
US

Visit Details

Webinar - Landing Page
5 minutes, 50 second

Infocenter - Automation Anywhere Campaign
7 minutes, 1 second

Recent Marketing Activity

Last Campaign Message Sent
N/A

Message Subject
N/A

Last Campaign Participated
N/A

Cumulative Visit History

Born on Date
8/16/21, 2:08 PM

Total Visits
271

Total Page Views
1901

Total Length of Stay
17 hours, 19 minutes

Page Views per Visit
7

Average Length of Stay
3 minutes, 50 seconds

Lead Score

Demographic
20

Activity
26057

Buy Time
62366

Campaign
0

Source
10

Visit Details

Video: How to Follow-up

Call Guide

Campaign Assets & Overview

Explore more Details of the Campaign

Download Campaign Assets

Campaign Overview

Get the most out of Real-Time Lead Alerts

- Up to **10X** increase in connect rates
- Up to **7X** increase in qualification rates
- More engaging calls** with timely information

Stay on Top of Prospect Interests & Intent

- Use the Recent Activity above as your "Ice Breaker" reason to call
- Note what pages and content they viewed to focus on areas of interest
- Save your alerts as a quick way to have info at hand for call backs

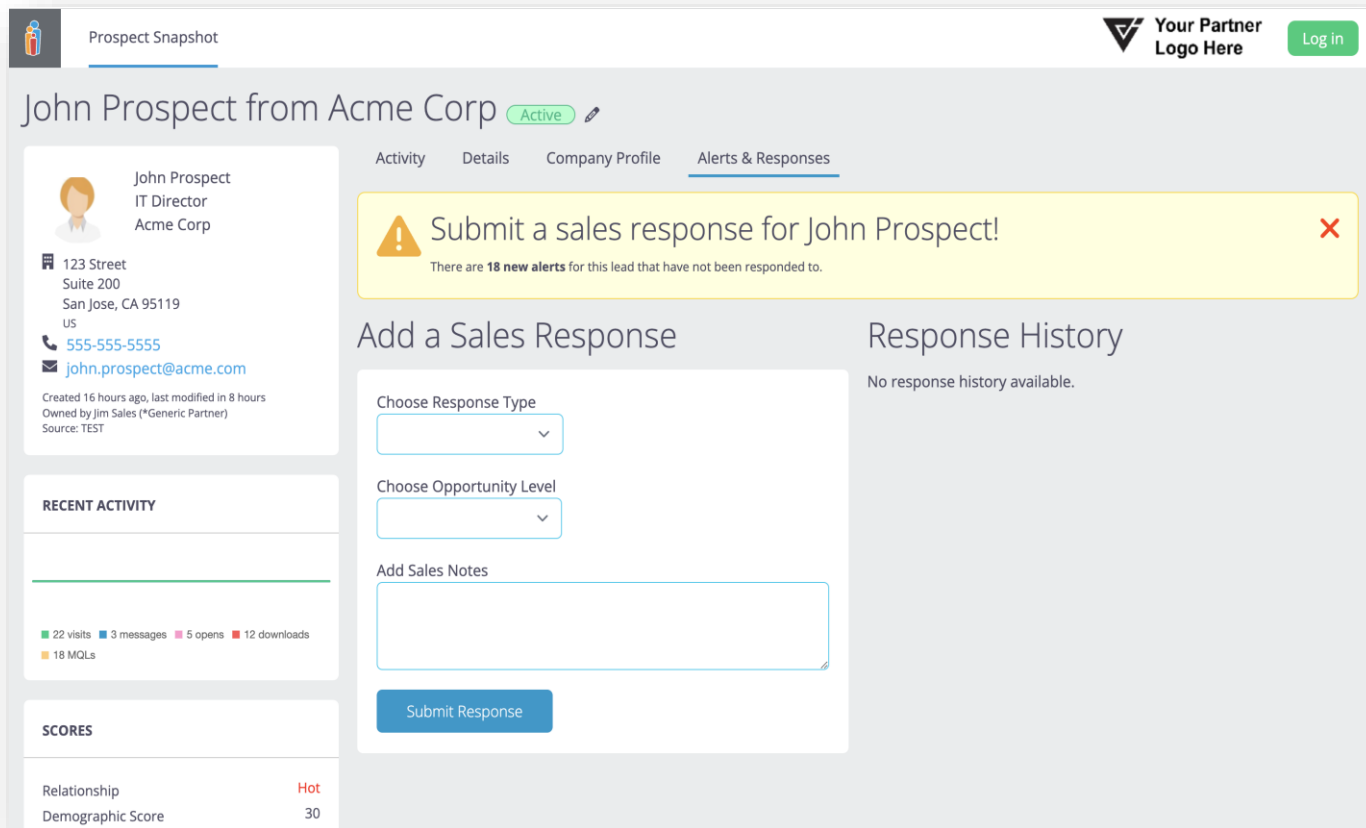
Company Announcement

Company Announcement: Enter customized messages that appear in your lead alerts. If you have more than one company announcement, they will rotate in each new generated lead alert. For more information on how to manage your Company Announcements, please refer to this topic:
<https://support.etrigue.com/entries/416800>

eTrigue Quick Tip!

Customized Lead Alerts
Did you know you can build sleek and mobile friendly lead alerts with eTrigue's Drag and Drop Builder? Learn how you can create impressive and responsive lead alerts with ease:
<https://support.etrigue.com/hc/en-us/articles/231555607>

Ensure Partner Sales Team Follow-up



Prospect Snapshot

John Prospect from Acme Corp Active

Activity Details Company Profile Alerts & Responses

Submit a sales response for John Prospect! ×
There are **18 new alerts** for this lead that have not been responded to.

Add a Sales Response

Choose Response Type

Choose Opportunity Level

Add Sales Notes

Response History
No response history available.

RECENT ACTIVITY

22 visits 3 messages 5 opens 12 downloads
18 MQLs

SCORES

Relationship Hot
Demographic Score 30

- Partner follow-up and outcomes
- Understand which contacts are real and ready to buy
- Time from “Alert Sent” to qualification is measured to make sure opportunities are being managed appropriately

You Can Track Performance to “Each” Partner

PARTNER RESULTS

Leads Identified	Opportunities Identified	Pending Leads	Pending Opportunity	Avg Response Time
424 276 responses	\$3,800K 104 opportunities posted	45	\$720K	1.2 days 276 responses

PARTNER RESULTS

SLED-IT

Leads Identified	Opportunities Identified	Pending Leads	Pending Opportunity	Avg Response Time
88 20% of overall leads identified 69 responses 89 alerts sent	\$750K 19% of overall leads identified 26 opportunities period	20 44% of overall pending leads	\$170K 23% of overall pending opportunity	1.1 days 69 responses

CADRE

Leads Identified	Opportunities Identified	Pending Leads	Pending Opportunity	Avg Response Time
106 25% of overall leads identified 71 responses 71 alerts sent	\$950K 25% of overall leads identified 31 opportunities period	7 15% of overall pending leads	\$180K 25% of overall pending opportunity	.02 days 71 responses

EC-GROUP

Leads Identified	Opportunities Identified	Pending Leads	Pending Opportunity	Avg Response Time
109 26% of overall leads identified 64 responses 70 alerts sent	\$800K 21% of overall leads identified 34 opportunities period	12 26% of overall pending leads	\$180K 25% of overall pending opportunity	.4 days 64 responses

Program Roll-Up

Individual Partners

Track Performance to “Each” Partner Sales Rep

TOP INDIVIDUAL PERFORMERS

TOP PERFORMERS IN RESPONSE TIME

Maria Chen	Mark Zill	Gloria Ramirez
5.2 minutes 5.2 min 1.7 days faster than average	2.6 hours 2.6 hours 1.5 days faster than average	23.5 hours 23.5 hours 16.3 hours faster than average

Maria Chen	Mark Zill	Gloria Ramirez
550k 71% of overall opportunities identified 17 responses	200k 26% of overall opportunities identified 22 responses	25k 3% of overall opportunities identified 16 responses

IDENTIFIED OPPORTUNITIES

Amount	Opportunities
\$5,000	0
\$10,000	8
\$50,000	6
\$75,000	5
\$100,000	3

RESPONSE BREAKDOWN

Type	Responses
Meeting	22
Conversation	14
Left voice mail	33
Spoke to admin	6
Referral	3

NON RESPONDERS

Steve Gere	Mike White
2 66% of overall pending leads	1 33% of overall pending leads

Sales Follow-up

Opportunities & Outcomes

The Doghouse

Lead Accelerator: Scalable Partners 6 Months

Each Partner*



“All inclusive” Program

Partners Focus on Selling not Marketing

- Complete Program Management
- Content Generation
- Prospect List Development/Targeting
- Program Development & Marketing
- Partner Onboarding
- Campaign Execution
- Campaign Reporting

Campaigns Can Be Enhanced with Additional Tactics

Custom Video

- Video shoot/editing with wrappers, final files for 2 – 3 ½ minute video short
- Interview style remote video shoot
- Includes stock B-roll, titles and bumpers
- One location, with option to add more locations if needed

Tele-Qualification – BANT Leads

- Tele-sales team follow-up on every lead
- Lead insights, conversations, recordings
- Guaranteed BANT qualifications:
 - (5) BANT Prospects
 - (10) BANT Prospects

Content Syndication

- Setup and Media included
- Form Fills provided to Partner as MQL
- 30 MQL's

Custom Webinar

- Live + On-Demand
- Partner Selects Speaker(s)
- Registration Page Hosting + Attendee Capture
- Webinar Email Invites (3-4 invites sent)
- Live Event platform, setup, recording, edits
- Post-Event Reporting to Partner
- OnDemand Webinar Files to use anywhere

LinkedIn

- Banner creation for up to (2) offers
- Media included
- Optimization and Monthly reporting

Timeframe to “Go Live”

- **Week 1:** Program overview, partner presentation/support materials
- **Week 2:** Determine content assets, creative mockups/initial content reviews, platform setup, campaign flow creations, alert testing: weekly
- **Week 3:** Final testing, modifications as needed

Partner onboarding: (Partners launch in 7 - 10 days)

- **1 Hour:** Partner profile confirmation, prospect list development, overview
- **1 Week:** Campaigns launch, training as needed
Ongoing campaign flights, automated reporting

Takeaways:

1. Identify “Educational” assets that exist
 - eGuides, Analyst Briefs, Webinars, White papers, Solutions guides
2. Select Partners that commit to lead follow up and reporting
3. Let Partners focus on lead follow up and selling vs. your efforts focusing on marketing
4. Provide Partner Sales Reps with insights on leads
 - Contact info, Lead insights, LinkedIn, Company overviews
5. Commit to launching campaigns for each partner within 10 days

Free Offer from eTrigue:

Take 5 minutes to get a partner marketing roadmap:


- ✓ Peer rankings
- ✓ Personal guide to scale partner marketing programs
- ✓ Tips on what to prioritize for the most impact

www.etrigue.com/report



SMART PARTNER MARKETING ROADMAP

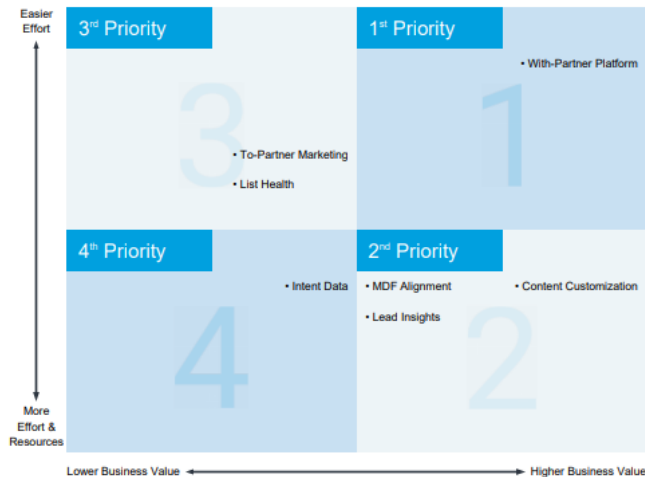
Prepared for John Partner at ACME Security



Thank you for the chance to help you scale your partner marketing results. Based on the input you have shared, the recommendations in this "Roadmap Report" include a mix of creative and tactical marketing, ways to enhance target information, and how to quickly and effectively scale your partner marketing results.

The output below is based on 30+ years of experience helping teams that leverage channel partners to thrive. The report starts with a chart that summarizes the steps needed to scale your partner marketing to greater success. The recommendations are detailed steps based on your answers, and are labelled #1-4, easiest to implement first.

The priority recommendations graphic below will help you focus on top priority followed by harder to implement initiatives. The attention of a Thru Partner Marketing platform – and MDF alignment to provide early and big wins for you and your partners will be key to your success. Thus far, our data has been showing that early joint planning, providing turnkey programs that let partners focus on sales efforts, and augmenting prospect target data will further advance your partner marketing cause.



<p>3rd Priority</p> <ul style="list-style-type: none"> • To-Partner Marketing • List Health 	<p>1st Priority</p> <ul style="list-style-type: none"> • With-Partner Platform
<p>4th Priority</p> <ul style="list-style-type: none"> • Intent Data • Lead Insights 	<p>2nd Priority</p> <ul style="list-style-type: none"> • MDF Alignment • Content Customization

Explore the detailed report below along with links to relevant case studies and resource material.

1st Priority
Items in the 1st quadrant are the easiest way to make a big impact. These opportunities have high ROI with lowest overall effort.

2nd Priority
Items in the 2nd quadrant will help you maximize efforts already underway to improve your partner marketing programs.

3rd Priority
Items in the 3rd quadrant will help you continue to optimize your partner marketing after focussing on higher business value efforts.

4th Priority
The items in the 4th quadrant require more effort & resources but can enhance an efficiently run marketing program.



Thank you!

For more information contact:



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