



MARKETEERS

# How to Engage Channel Partners to Accelerate and Scale Your Outreach

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



# Beryl Israel

- Vice President, Account Services, 3marketeers
- Extensive PR, Channel and Content background
- Beryl leads the Account Services team on account planning, content creation, creative, lead generation, demand generation, media, and branding initiatives



# 3marketeers Services + eTrigue Platform

- “Thru + With” Channel Marketing Programs
- Platform + Services Together
  - ✓ Specialize in Channel
  - ✓ Digital Marketing Program Execution
  - ✓ Sales Performance Tracking
  - ✓ Creative Team

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

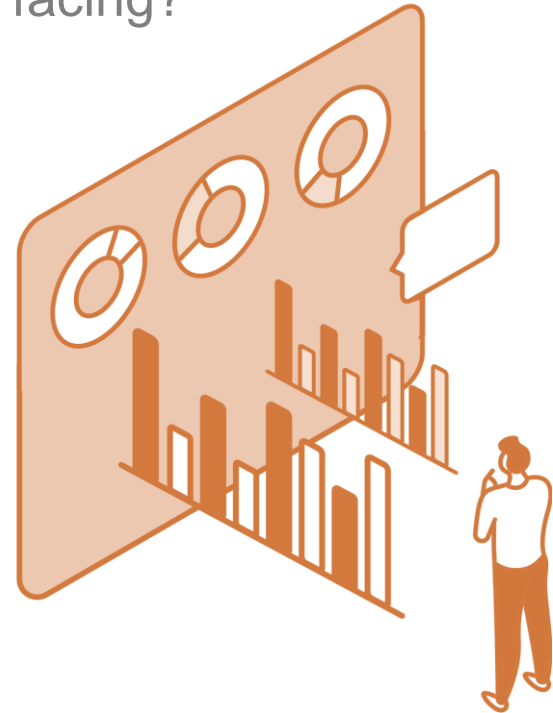
We'll be showing you how to:

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

# Audience Poll:

Which Partner marketing challenges are you facing?

1. Lack of Internal Headcount
2. Engaging More Partners for Scale
3. Lack of Partner Follow Up
4. Limited Visibility into Pipeline
5. Budget



# The Problem



*Control over Partner Marketing from Campaign Launch to MQL*

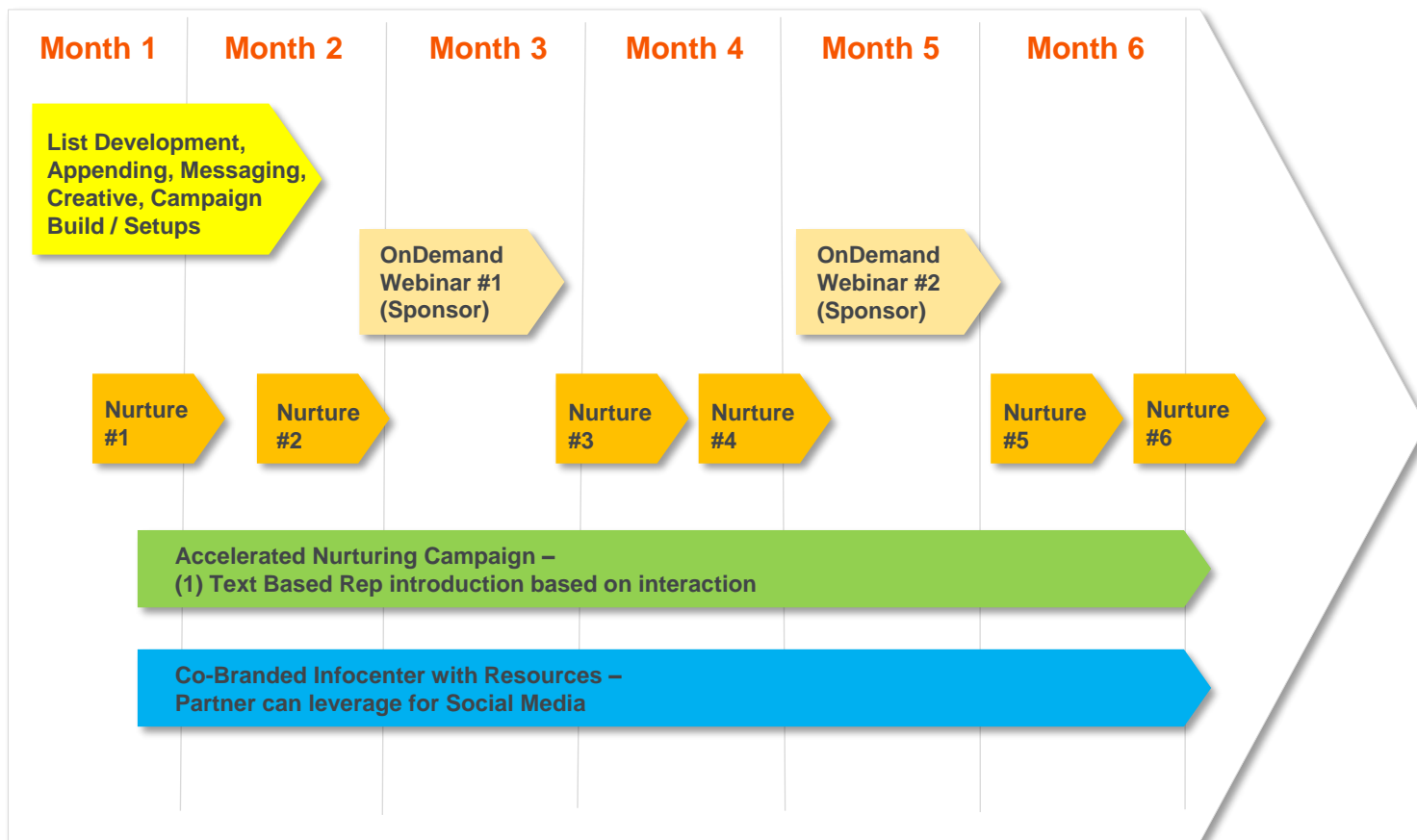


# Turn-Key Partner Program Offerings

- 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

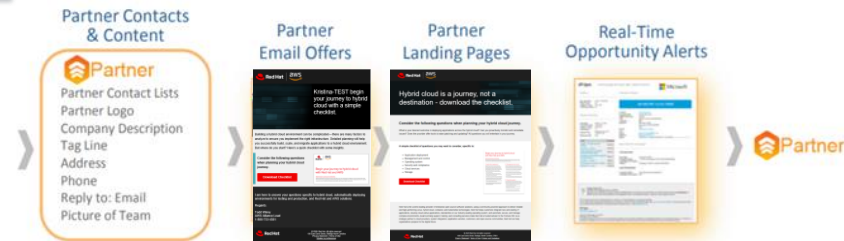


## 6-month Multi-touch Nurture Campaign

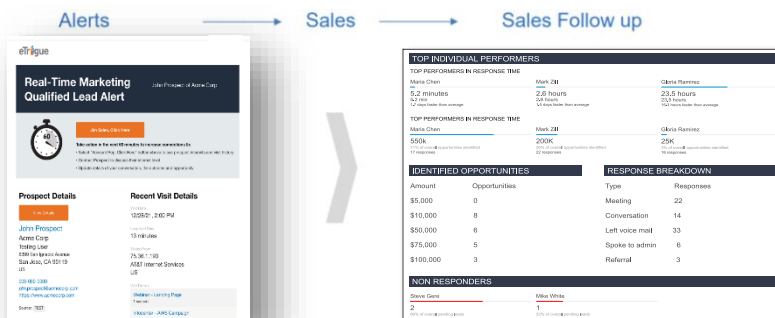
### 1 Digital Campaign – list, emails, webinars & leads:

- Prospect List – Target Accounts with Personas and complete contact info ~10,000 contacts built for you
- (10) Emails & landing pages with Sponsor content
- (2) OnDemand Webinars with Sponsor content
- Partner Assets added to campaign if available
- 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

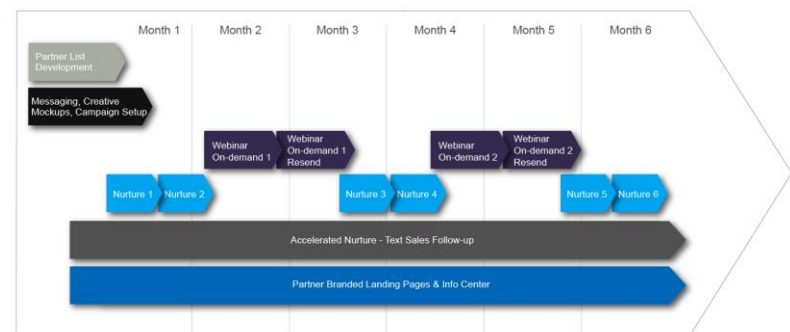
### 2 We build & execute the campaign, personalized for you:



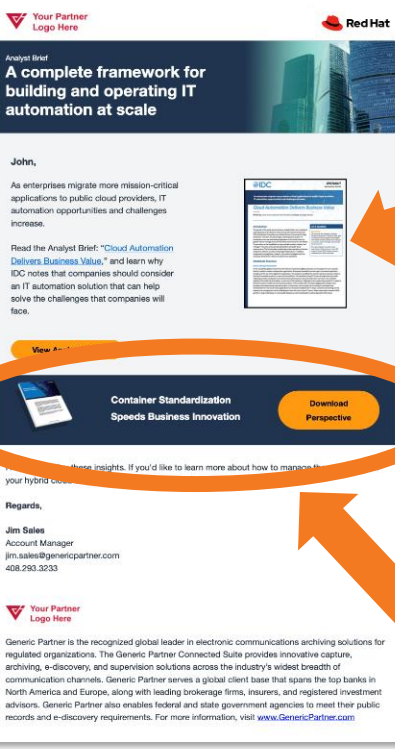
### 3 Real-time lead alerts – track team responsiveness:



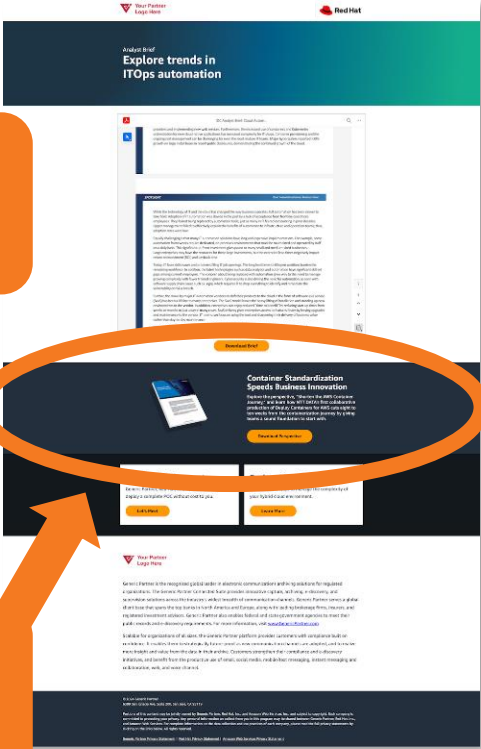
### 4 eTrigue provides end-to-end campaign management:



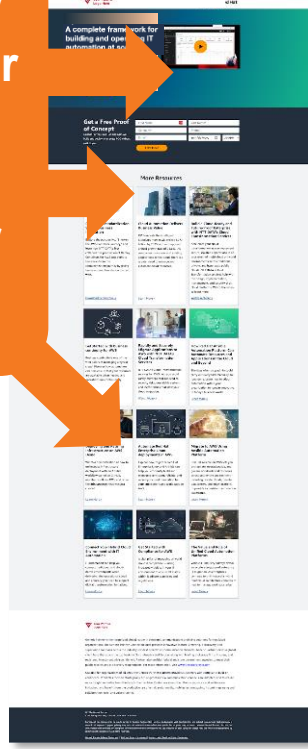
# Co-branded Emails & Landing Pages: Sponsor & Partner Campaign Assets



Email



Landing Page



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 & sales! "Receive 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**

**Recent Marketing Activity**

**Cumulative Visit History**

**Lead Score**



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

Response History

No response history available.

Choose Response Type

Choose Opportunity Level

Add Sales Notes

Submit Response

RECENT ACTIVITY

SCORES

Relationship: HIG

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”**

**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	Cumulative Visit History	Lead Score
Last Campaign Message Sent N/A	Born on Date 8/16/21, 2:08 PM	Demographic 20
N/A	Total Visits 271	Activity 26057
Message Subject N/A	Total Page Views 1901	Buy Time 62366
Last Campaign Participated N/A	Total Length of Stay 17 hours, 19 minutes	Campaign 0
	Page Views per Visit 7	Source 10
	Average Length of Stay 3 minutes, 50 seconds	

Most Recent Campaign Activity

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

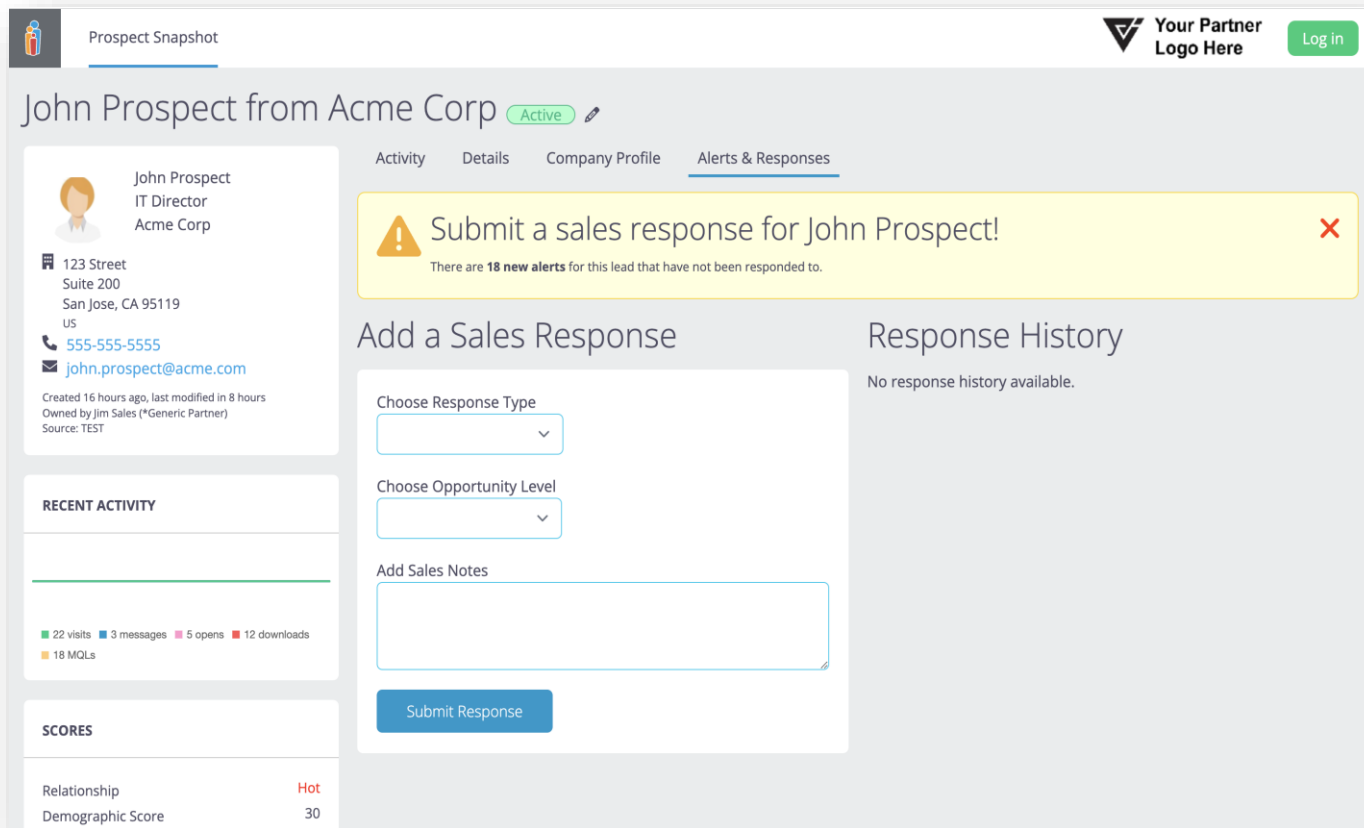
**Company Announcement**

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/231555507>

# Ensure Partner Sales Team Follow-up



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.

**John Prospect**  
IT Director  
Acme Corp

123 Street  
Suite 200  
San Jose, CA 95119  
US  
555-555-5555  
john.prospect@acme.com

Created 16 hours ago, last modified in 8 hours  
Owned by Jim Sales (\*Generic Partner)  
Source: TEST

**RECENT ACTIVITY**

22 visits 3 messages 5 opens 12 downloads  
18 MQLs

**SCORES**

Relationship Hot  
Demographic Score 30

**Add a Sales Response**

Choose Response Type  
Choose Opportunity Level

Add Sales Notes

Submit Response

**Response History**  
No response history available.

- 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\*



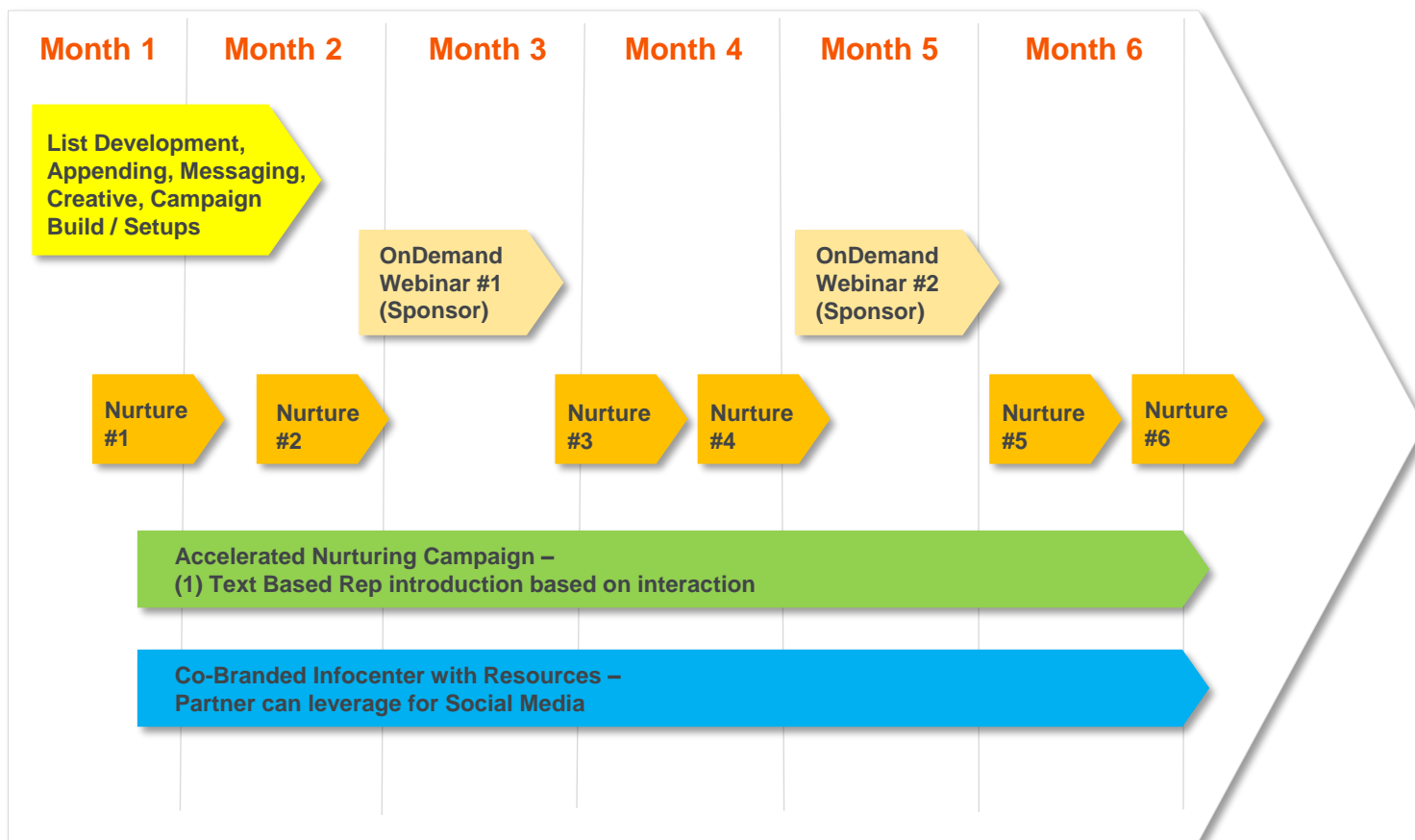
“All inclusive” Program

## Partners Focus on Selling not Marketing

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

# Lead Accelerator: Scalable Partners 6 Months

## Program Calendar of Events, Activities and Programs



- 

**Content-based Nurturing**
- 

**Accelerated Nurturing**
- 

**Live Webinar & On-demand**
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**InfoCenter with Resources**

# 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 follow up - **you focus on marketing**
4. Provide Partner Sales Reps with **insight on leads**
  - Contact info, Interest levels, Lead insights, 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](http://www.etrigue.com/report)



### SMART PARTNER MARKETING ROADMAP

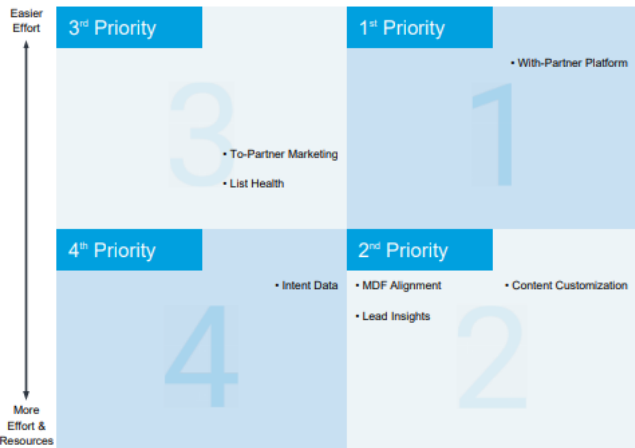
Prepared for John Partner at ACME Security



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

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

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

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

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

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



MARKETEERS

## Q & A

Submit questions in the lower right corner of your screen.

For more information contact:

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