

Partner Marketing Best Practices:

Get More Out of the Channel

Partner marketing is an essential route to market, enabling tech companies to expand their reach, scale their operations, and maximize their presence.

However, with thousands of vendors relying on partners to grow their businesses, organizations must embrace a strategic, collaborative, and supportive approach to partner programs or risk falling behind.

The channel accounts for over

70% OF THE GLOBAL TOTAL

addressable IT market¹

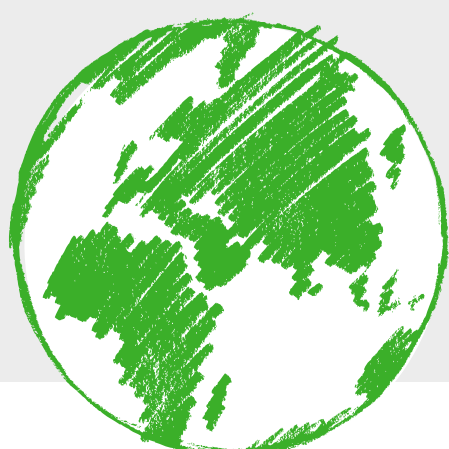


Invest in the CHANNEL

Proper funding helps ensure partners have the right resources to effectively carry products and services to market

MARKET COVERAGE

82% OF ORGS are adding partners to their channel ecosystems²



BUDGET ALLOCATION

70% OF BUSINESSES are increasing budgets for:²

- ✓ Partner training
- ✓ Partner incentives
- ✓ Partner management

EASE OF DOING BUSINESS

is the topmost attribute when partnering³

Simplify INTERACTIONS

Removing friction for partners amplifies their efforts, drives higher conversion rates, and keeps solutions top of mind

Partner relationship management (PRM) systems

Streamlined lead, deal, and partner management

Improved collaboration

Routine communications and escalation paths

Dedicated support

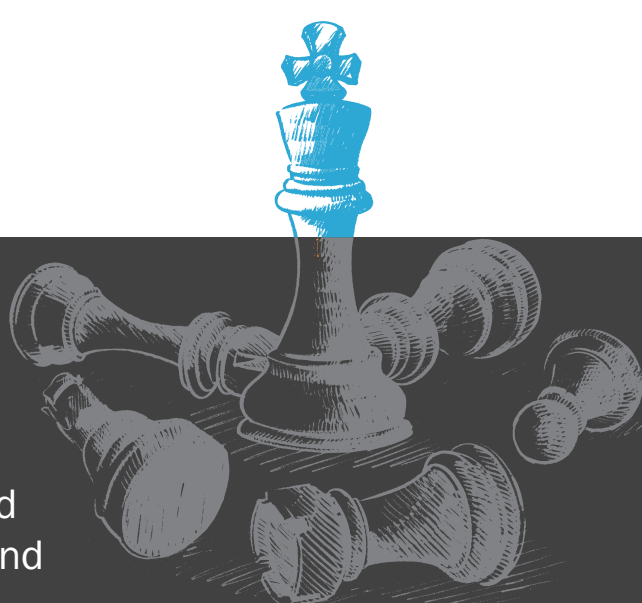
Strategic pre- and post-sales representatives

Shared outcomes

Quarterly goals, benchmarks, and objectives

Channel segmentation

Partner alignment with target markets and use cases



Equip Partners to SUCCEED

Empowering channel partners with dedicated training and tools is key in capturing mind- and wallet-share in market

Sales enablement

Deep dive trainings
Knowledge shares
Seller resources

Sales enablement strategies can increase:⁴

Quarterly revenue by **8%** Forecasted deal wins by **49%**

Multi-channel marketing

Co-sell activities
Account-based marketing (ABM)
Social promotions

Irrelevant content generates

83% lower response rates

in marketing campaigns⁵

Tailored content

Joint messaging
Co-branded materials
Relevant assets

78% of social media sellers

outsell their peers⁶

Embrace DATA AND INSIGHTS

Data-driven decision-making enables you to better align resources, augment existing go-to-market strategies, and make more informed investments

Performance analytics

Understand buying behaviors, portfolio performance, and ROI

Feedback mechanisms

Continuously improve products, services, and support

66% OF BUSINESSES

are now "data-driven orgs"⁷



Incentivize with A PURPOSE

Create more commitment with compelling incentives that motivate channel partners

SPIFFS Rewards on leads, deal reg, and business won

MDF Demand Gen and development fund activities

Recurring revenue New subscription or usage-based offerings

As marketing budgets flatten, vendors will rely on channel partners to drive marketing efforts⁸

Looking to amplify your partner marketing strategy? Learn how Exact Market can help you build, grow, and scale your strategic channel relationships today!

1. Canalys, Channel Partners Will Drive More Than 70% of IT Spending in 2023, Aug 2023
2. DemandGen Report, 2023 Channel Partner Marketing Benchmark Survey, Program Budgets, Planning Slightly More Cautious Than Projected Gains in Partner Attributed Revenue, Apr 2023
3. Channelomics, Ease of Doing Business: A High-Value Influencer, Oct 2023
4. Qwilt, Key Sales Enablement Statistics & Trends for 2024, 2024
5. Algolia, What Does eCommerce Personalization Actually Mean?, May 2024
6. LinkedIn, Social Selling is About Leveraging Real-Time Insights, 2024
7. Parse.ly, Content Matters: Martech Trends 2023 Report, 2023
8. Content Marketing Institute, Technology Content Marketing Benchmarks, Budgets, and Trends: Outlook for 2024, Feb 2024