

EFFECTIVE INTEGRATED CHANNEL MARKETING

EMEA Branding Director Simon Clarke assesses the use of the FIFA World Cup to drive integrated marketing at Avaya. *

What is integrated channel marketing?

A range of marketing and communication tools are available to technology vendors today. Effective integrated campaigns use a mix of these techniques to create opportunities to sell. Vendors use advertising to create awareness, they support resellers who are marketing directly to their customers, they run joint events with resellers to qualify opportunities and use database marketing techniques to increase loyalty.

Integrated marketing is more than just making all your marketing communication look and feel the same. As Clarke explains, “it’s about integrated thinking, ensuring that all the various marketing techniques work together to move a potential customer along the decision making path.” Each technique has its role to play

“A lot of companies invest in campaigns without measurable objectives,” he adds. “With integrated marketing every component is designed into the campaign to achieve a specific measurable result.” Messaging is also consistent.

As an example of integrated channel marketing Clarke references Avaya’s recent use of World Cup sponsorship to drive customer demand. “Companies with indirect routes to market can only drive customer leads to a certain point,” he says, “then you hand off to channel partners. Avaya used the World Cup consistently in advertising and channel campaigns through resellers.”

Why is integrated channel marketing important?

“Channel marketing techniques cannot work in isolation”, says Clarke. “The less integration there is in the campaign, the less effective it will be. Simple as that.”

The value of the World Cup brand allowed Avaya to force a discipline that reached across internal marketing activity and reseller activity. Unusually, Avaya negotiated with FIFA to allow resellers to use the World Cup logo on reseller’s own materials, within defined guidelines.

“Every marketing activity had elements that were World Cup related,” explains Clarke. “Above the line, direct marketing, incentives, new media – each component played its part.”

What new media techniques can work in an integrated campaign?

Avaya used viral marketing, integrated with on-line presence. “It was all about driving people to the web,” says Clarke, “so that people could learn about what we

were doing. Hits to Avaya web pages doubled during this time. Most people came to the Avaya World Cup site from viral marketing – we could measure that.”

Is integrated marketing just for large vendors?

“Absolutely not,” he says, “if anything it’s easier in a smaller company than in a large one, as large vendors tend to compartmentalize marketing techniques.” A different department might be responsible for advertising than for lead generation, for example.

Advertising should lead on to lead generation, lead generation should lead on to sales conversion, and sales conversion should lead on to profiling and loyalty. “Smaller companies can be more coordinated”, he says.

bChannels Analysis

As Clarke points out, the more integrated a channel marketing activity is, the better it will work. Objectives and metrics should be clear for every component in a campaign.

World Cup activities turned Avaya into a recognized brand and created demand for Avaya solutions. The technique applies equally to large and small companies looking to increase return on investment from channel marketing budgets.

bChannels is a specialist in the development and management of indirect partner channels for companies in the technology market. We work with many of the world’s leading technology businesses.

Every quarter we run an Executive Forum where we bring together a small group of senior channel marketing executives from non-competing vendors to discuss a specific issue and share best practice.



**bChannels Executive Forum July 2007
'Selling Services Through Channels'**

If you are interested in attending an Executive Forum, or you would like to know more about our services in general, please contact Matt Rowland-Jones on +44 (0) 1865 368587 or matt@bchannels.com. You can also visit our website at www.bchannels.com.

* Please note that the opinions expressed in this document are the personal views of the interviewee and should not be taken as representative of the approach of the company for whom the interviewee works.