

## 5 Steps to deliverable provable ROI with your Partner Marketing Funds



*There's more and more pressure on Channel Marketers to deliver great outcomes through their partners and often with smaller budgets, tighter timescales and more demands.*

*Accountability is the word of the moment – you have to show what it's doing and why it's effective – here are key steps to deliver better and provable ROI on your investments.*

1

### KEEP IT SIMPLE

One truth is that partners are busier than they've ever been – with more vendors fighting for their attention and engagement. Partners, being human, gravitate to the easiest option.

The answer is smart automation – a partner portal that is tailored to individual partner's needs.

2

### TARGET, TARGET AND TARGET AGAIN

Partners are businesses, but they are also people. Tailor your programs and messaging to their interest – it's no good sending technical programs to the sales people and sales incentives to the pre-sales guys.

Allow and incentivise people to self-define, so they get the most relevant communication.

3

### HAVE THE BEST TOOLBOX

Only one thing is guaranteed and that's change. The tools you use to manage your partner marketing need to have flexibility and agility. Can your partner marketing toolbox meet that need?

Traditional portals can be very static affairs with generic content available in libraries and fixed pages. You need a flexible portal offering an infinite choice of app-based tools that can be published and retired based on business needs.

## 4

## WRAP YOUR TOOLS IN PEOPLE

There will still be moments where the human touch is needed to resolve a problem or give advice.

A centralized partner helpdesk can deal with 95% of partner queries - Leveraging technology such as Chat, or increasingly mobile apps, such as WhatsApp, allow partners to interact wherever they feel comfortable.

## 5

YOU HAVE TO LEAD THE HORSE TO WATER (*and maybe he'll drink*)

Even with the best people, programs and partner infrastructure, not all partners engage.

Having robust tracking is key – and using that to target outreach to partners. You can't just rely on email promotion – you need to reach out and hand hold them. To stretch the analogy – once you help them get their toe in the water – then they will dive in!

*It's hard to keep up with best practice in Channel Marketing. It's also hard to find the right partner agency with the experience and expertise to drive positive change. bChannels designs and builds world-class partner portals and applications. Our native language partner support specialists make partners more successful for 18 or the Top 20 technology vendors globally, delivering provable RoI on their partner marketing investment.*

*Shouldn't they be making your partners more successful too?*

### About bChannels

**bChannels** is the global specialist in Channel and Partner Networks. We provide Market Intelligence, manage Channel Marketing, and drive Sales Acceleration. Our experience and successful outcome driven methodologies benefit 18 of the top 20 Global Technology vendors and many of the leading industry disrupters.

**bChannels** is identified as one of London Stock Exchange Group's 1000 Companies to inspire Britain internationally.

Find more information at <https://www.bchannels.com> [info@bchannels.com](mailto:info@bchannels.com)  
 Contact the author at [chris@bchannels.com](mailto:chris@bchannels.com)  
<https://www.linkedin.com/in/chrisbard/>

1000  
COMPANIES TO INSPIRE  
BRITAIN

