

4 Key Lessons

for Long-term Marketing Success

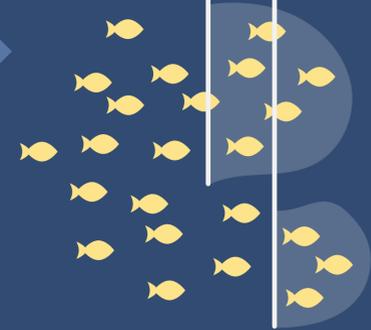
**Marketing isn't easy.
It takes time.**

Many channel partners lack the time, resources, or both to craft and execute an effective, wholistic marketing strategy. Brands must enable partners with a variety of compelling, topical content, and encourage partners to engage with their customers consistently, over time. This will build trust and provide the partner with valuable insight into their end user's needs, yielding a **strong relationship** that is highly likely to end in a successful purchase.

01 Help the partner fish (don't simply teach them)

To borrow the old "teach a man to fish..." metaphor, the advice for you as a vendor marketer is that you need to **buy the bait, rent the boat, cast the line, and hook the fish for your channel partners**. If you truly want to drive strong, sophisticated co-marketing activity, then doing as much of the heavy lifting on their behalf as possible is a necessity.

This includes the writing of unbiased (read 'brand neutral') content to help them sell their broader value proposition, not just your product. The ROI comes from the more robust, effective marketing program your partners will have to net you a larger share of the available leads at any given time.



02 Content mediums must meet customers where they are

Email is still king when it comes to B2B communications. However, it is important to ensure channel partners are meeting their target audience where they are, not just where or however it is convenient for the partners. Modern mediums that partners may utilize include **webinars, blog posts, social media, and even direct mail**. LinkedIn yields very successful results with regards to successfully reaching like-minded business professionals, and monthly e-newsletters offer topical content in an easy-to-digest format for end users. Try to enable your channel marketers to utilize as many mediums as possible, so as to maximize their reach and impact.



03 Trust is key to unlocking higher conversations

Buyers focus on two main points: who is sending the material, and what is the material about.

Channel partners can serve as powerful ambassadors for a vendor's brand, since buyers find it easier to trust a partner they've had a **long-term relationship** with. **High-quality content** is the other cornerstone of a marketing campaign that will inspire trust. When deployed correctly, a campaign can demonstrate that both the vendor and the partner are more than just businesses looking to sell; they are experts and thought-leaders who are interest in and committed to improving the industry.

58%

of buyers tend to doubt the claims made by vendors*



*2017 TrustRadius Buyer-Vendor Survey

04 Take action!

Any good marketer knows the importance of tracking content engagement. As channel marketers might not have the resources to view and track insights for their marketing efforts, it is imperative that vendors provide a solution that includes a **way to track engagement**, whether that be clicks, opens, views, submissions, etc. Further, that platform should be easy and efficient to use. By arming your channel partners with these tools, you are enabling them to connect and sell with their buyers much more efficiently. If partners don't know who their engaged prospects are, they're unlikely to connect with them and close on a sale.



Choosing the right marketing solutions

For any vendor marketing program to be effective, it has to be sustained for an extended period of time. Given the level of competition partners face day in and day out, it's all the more critical that they maintain a **steady stream of marketing touches** to stay top-of-mind. Creating, customizing, and sending dozens or even thousands of campaigns per year is not something most partners are capable of. Vendors should provide or recommend a comprehensive marketing program for their channel partners, which will result in a more stable, consistent and successful vendor marketing program, in the long run.

