

CONTENT PARTNERSHIP



We collaborated with a tech giant to **design and implement a content strategy** for their annual flagship marketing event **to build future-ready partner marketers.**

Client Overview

A **Fortune Top 50 technology company** with the purpose to create technologies that drive human progress.

Annual revenue: **~\$94B**

Project domain: **Partner Marketing**

Geo scope: **Asia Pacific & Japan**

Year: **2021**

"CSG Advisory brought a deep understanding of the partner ecosystem. They were instrumental in crafting the agenda and the flow that brought together 'Outside-in' and 'Inside-out' perspectives. We engaged with them to build the content and moderate the live conversations."

- APJ Partner Marketing Head

Situation

The client sought fresh ideas and a content strategy that drives strategic alignment and enablement of their partner marketers.

Our Approach

Centered around the target personas, we designed a balanced mix of Outside-in and Inside-out perspectives to drive a strong marketing and sales interplay.

We curated a plan that brought Insightful, Inspirational, and Actionable content around commercial excellence.

Impact

Over 500 participants during the two-day virtual event.

Partners greatly appreciated the quality of content, engagement, and immersive experience.

We helped the client shift from Articulating value to Creating value.