

5 KEYS TO THROUGH-CHANNEL MARKETING SUCCESS

What is Through-Channel Marketing?

Through-channel marketing solutions (TCM Solutions) leverage AI and automation (TCMA) platforms to deliver sophisticated, integrated marketing initiatives to, through and with channel partners - at scale.

Integrated marketing campaigns include dynamic web content, email, social and search, enabling manufacturers and distributors to expand and control their messaging, ensuring brand compliance across hundreds or even thousands of partners, regardless of size or digital maturity, across regions, industries, and even around the world.

75% of world trade flows through channels

84% partners do not have marketing resources

Less than **15%** of partners engage in the marketing programs their vendors deliver

The 5 Keys to Success



Cross-functional alignment & buy-in is a must

Having a common purpose with a cross-functional leader brings all parties – sales, marketing, corporate channel strategy – on the same page, with a joint goal of engaging with more customers, through more partners, to drive more revenue.



Committed Resources to the TCM Strategy

People – have a TCM leader on point to educate, coordinate, liaise, monitor and manage the program

Program Funds – Earmark for investments in technology, content creation, search, incentives, promotions & service partners



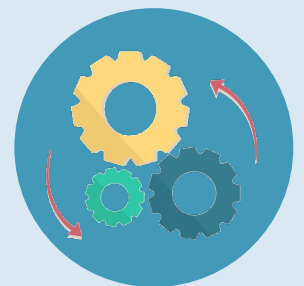
Market your TCM to your partners. What's in it for them?

Communicate and educate the value of TCM to your partners - brand & credibility building, dynamic customer experiences, traffic, digital maturity, vendor program compliance, and growth. Get them excited about participation and make the benefits clear.



Analyze, Communicate & Show Value

Provide results, and data-driven insights and recommendations. Tell your partners what you've done for them – how much awareness they've had, visitors to their site, conversions and engagement. Share with internal teams – MDF results, campaign metrics, partner success. Correlate to revenue growth and loyalty.



Build TCM Into Existing Processes & Budgets

Map out content needs and integrate into existing marketing processes. Leverage the work your team is already doing, tweak it, and get more from your existing investments.

Shift existing marketing & media budgets to TCM and direct customers to partners who can fulfill the demand directly.