

CHANNEL MARKETING AND CAMPAIGN DESIGN

Building Programs to Maximize Partnership Potential



Understanding how to market with and through channel partners is integral to managing a successful partner business. Channel partners require ongoing marketing support in order to achieve sales goals and to focus and commit to endorsing your solution offerings.

Indirectly will collaborate with your team to create marketing programs, communications, and campaigns resulting in consistent partner pipeline activity and customer engagement. We will develop a playbook for delivering partner marketing activities and programs that educate, update, and initiate customer activity on behalf of your channel community.

Our Channel Marketing and Campaign Design service includes:

- Channel Marketing Strategy document and implementation plan
- A messaging hierarchy to address all relevant target audiences
- Recommendations for engaging with third parties to develop joint marketing programs
- Best practices for developing metrics and key performance indicators used in ROI calculations
- Periodic updates and check-in calls to review progress and address questions

“Indirectly has helped us develop programs that resulted in consistent market growth through innovative tools and resources such as our partner training program, partner website, and monthly educational webinars.”

Contact Indirectly Inc. for pricing and complete details