

PARTNER LEAD GENERATION PROGRAMS

Delivering Qualified Leads for Partner Pipeline Development



One of the areas in which partners are requesting ongoing support and assistance is gaining access to qualified sales leads. Often times channel partners are overlooked when it comes to demand generation programs and thus are limited in generating sales results and have to rely upon leveraging their existing customer base.

Indirectly can enhance your partner marketing efforts by providing proven lead generation programs and tactics that will lead to pipeline development and accelerate channel revenue streams. We understand the importance of supporting your channel community to proactively address their lead requirements. We can help your team to create a lead generation playbook that is easy to implement and will resonate positively with your partners.

Our Partner Lead Generation Programs service includes:

- Partner lead generation program outlines and marketing campaigns
- Support in building 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

“Their marketing experience enabled us to lead, create and implement marketing programs that helped our sales team achieve targets while driving ROI.”

Contact Indirectly Inc. for pricing and complete details