

# DRIVING GROWTH THROUGH THE CHANNEL

Through-channel marketing (TCM) has become a vital engine of growth for vendors. So what's driving the change and where do vendors need to focus to maximise its potential?

## 1. The growing importance of TCM

A number of factors are behind the increased focus on through-channel marketing:

Growing influence of service providers



of channel partners see managed services as their greatest opportunity - a shift that is reducing the influence of vendor brands<sup>1</sup>

Sector and customer knowledge increasingly vital



of B2B buyers believe it's very important that a solution provider shows expertise in their industry, increasing the value of specialist partners<sup>2</sup>

Smarter go-to-market approaches are required



of the most successful B2B companies have a sophisticated approach to marketing, increasing the value of vendor GTM support for resource-constrained partners<sup>3</sup>

## 2. Yesterday's approaches mean today's failures

Common pitfalls are preventing vendors from realising the potential of TCM:



Messaging too product focused



Inadequate platforms and tools



Reliance on outdated tactics



One-size-fits-all approach



Dull, poor-quality content



Lack of execution guidance



Dull, poor-quality content that fails to engage means lost business according to 75% of B2B buyers<sup>4</sup>



One survey found that on average 50% of supplier portal content and functionality is being ignored by partners<sup>5</sup>

## 3. The principles of successful through-channel marketing

Applying best practice, and a structured approach, can make a big difference to the success of your initiatives. Here are our eight key principles:



According to 89% of B2B buyers, winning vendors provided ROI and/or build a business case for the purchase<sup>6</sup>



To find out more on how to apply best practice principles, download our eGuide

[READ MORE](#)

1. Evolving Landscape of the MSP Business Report, Barracuda MSP, 2019  
 2. B2B Buyers Survey Report, Demand Gen, 2017  
 3. CMI B2B Content Marketing Benchmarks, Budgets and Trends, 2019

4. B2B Buyers Survey Report, Demand Gen, 2017  
 5. Forrester Research for OneAffiniti, Dec 2018  
 6. B2B Buyers Survey Report, Demand Gen, 2017

If you would like to find out how OneGTM could support your through-channel marketing, get in touch below: