

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

54%

of channel partners see managed services as their greatest opportunity - a shift that is reducing the influence of vendor brands¹

Sector and customer knowledge increasingly vital

66%

of B2B buyers believe it's very important that a solution provider shows expertise in their industry, increasing the value of specialist partners²

Smarter go-to-market approaches are required

82%

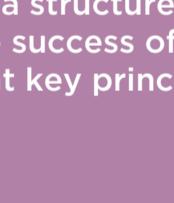
of the most successful B2B companies have a sophisticated approach to marketing, increasing the value of vendor GTM support for resource-constrained partners³

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Reliance on outdated tactics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 buyers⁴

One survey found that on average 50% of supplier portal content and functionality is being ignored by partners⁵

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:

Good governance

Alignment with vendor programmes

Effective campaign enablement

Marketing-as-a-service support

Clear 'to partner' message

Integrated campaign frameworks

Insightful, impactful content

Flexible tools and platforms

According to 89% of B2B buyers, winning vendors provided content that made it easier to show ROI and/or build a business case for the purchase⁶

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

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

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