

The secrets to successful through-channel marketing

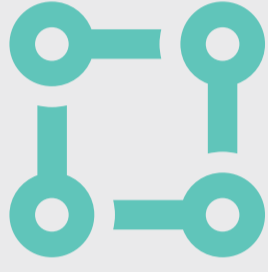
Through-channel marketing has become a hot topic in the technology sector, but many companies are still struggling with their strategies. Based on our experience of working with market-leading vendors, we've identified 8 steps to successful through-channel marketing.

8 principles of successful through-channel marketing



Clear 'to partner' message

To engage partners, you need to ensure you clearly communicate what the market opportunity is, how you'll help them unlock it, and how that will help them achieve their business goals.



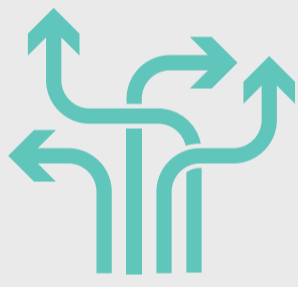
Integrated campaign frameworks

In today's market, any successful campaign relies on the effective use of multiple marketing tactics. Provide frameworks which help partners understand how to use your tools to deliver fully integrated, multi-faceted campaigns.



Insightful, impactful content

To help partners open up new conversations with prospects, you need to provide impactful content which is relevant to customers' concerns, and which offers distinctive insights and opinions.



Flexible tools and platforms

Smart marketing today relies on effective use of technology. Providing flexible tools, such as Through-Channel Marketing Automation (TCMA) platforms, can help partners successfully execute your campaigns, while still allowing you to retain some control.



Marketing-as-a-service support

Many channel partners have limited in-house marketing resources and expertise, so offering flexible marketing-as-a-service support can greatly increase campaign take-up and increase effectiveness.



Effective campaign enablement

Providing the right briefing materials to partner sales and marketing teams is vital as part of any roll-out, to ensure that the strategy and messaging is understood, and that opportunities can be converted into sales.



Alignment with vendor programmes

To enable partners to leverage your broader marketing investments, and to ensure you maximise your ROI, you should ensure that any through-channel activity is aligned with your centrally-driven marketing programmes.



Good governance

An effective governance framework is essential to ensure you're driving and rewarding the right behaviours, and that you can accurately measure the effectiveness of your campaign.

For more best practice tips for delivering effective through-channel marketing initiatives, download our eGuide: [Driving growth through the channel »](#)

If you'd like to discuss how we could help you build a successful through-channel campaign, contact us at:

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