

# Through-Channel Demand Gen

**Has Shifted.**

Are you ready?



# Channel Marketing and the IT Channel in general, seem like they have been in a constant state of flux. We talk about “Shift” as if it only happens once.

But if you—like many of us—have been in the channel for more than a decade, it doesn’t even vaguely resemble what it looked like back then. The biggest challenge is the multiple changing factors, including the Channel model itself, overarching demand generation, and buyers’ behaviors.

But rather than look back, let’s focus on the future. We want to help you support your Channel Partners and Alliance Partners.

## In this ebook, we’ll cover:

- How channel demand generation has changed
- How to educate partners to drive demand
- How to empower your partners to work with you
- What content you should develop and enable your partners to leverage
- How to empower partners to drive demand the right way



# How Channel Demand Generation has Changed

Remember the early years of expecting your marketing or sales teams to drive demand? Those days are now long gone.

Shopping doesn't take place between the hours of 9-5 and consumers have information at their fingertips 24/7. In fact, 85 percent of consumers conduct online research before making a purchase, which means you've got to sell yourself in new ways before ever physically speaking to a potential lead.

In the past, Partners relied heavily on collateral from you, leaving them without much say in their own messaging. While they still want to sell your technology, they have begun to separate from the service or solution and market themselves around the business outcomes they personally deliver. In this way, the dynamic for creating demand has shifted to give Partners more flexibility in how they market services in the Channel.



85 percent of consumers conduct online research before making a purchase

## Old Ways of Channel Demand Gen

VS

## NEW Ways of Channel Demand Gen



- Sales collects leads
- Marketing creates collateral
- Sales sends content/calls out to leads
- Sales book meetings



- Partners create new content based on a vendor's services
- Content is distributed through multiple channels and platforms (blogs, websites, newsletters, social media, video)
- Buyers research companies 24/7 on their time, outside traditional hours
- Leads captured and cultivated to create personas
- Partners send personalized content that speaks to the buyer's journey

# ENABLE, your Partners to sell on your behalf.

Whether they know it, Partners are better at demand generation than ever before:

## Today's Partners

- Are web savvy
- Don't rely on co-branding materials
- Want to stand out among THEIR competition
- Develop their own creative assets
- Utilize marketing automation and CRMs
- Focus on solving customer pain points through their value prop
- Want to be the name customers remember

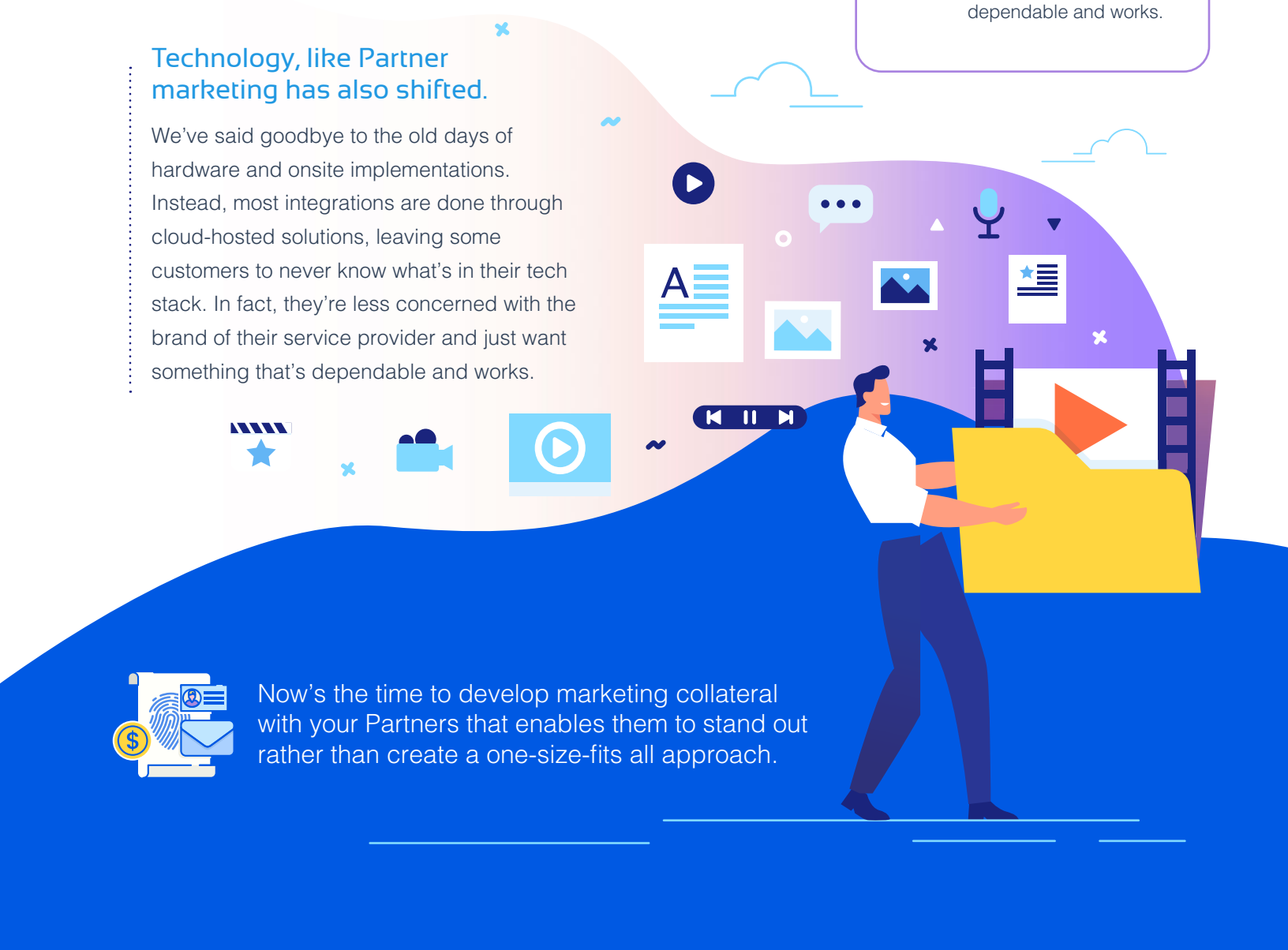
..... “  
Partners are less concerned with the brand of their service provider and just want something that's dependable and works.

## Technology, like Partner marketing has also shifted.

We've said goodbye to the old days of hardware and onsite implementations. Instead, most integrations are done through cloud-hosted solutions, leaving some customers to never know what's in their tech stack. In fact, they're less concerned with the brand of their service provider and just want something that's dependable and works.



Now's the time to develop marketing collateral with your Partners that enables them to stand out rather than create a one-size-fits all approach.



# Empower Partners to Work with You to Sell your Technology



Content is still king, but it's evolved beyond traditional long-form eBooks and white papers to include more multimedia. Your audience expects to watch, listen, and read your information.

## What Does Today's New Buyer Look Like?

The buyer's journey still exists, but now includes more touchpoints. You probably search prices online, read reviews, and consult with others before making a purchase. B2B consumers are the same; but they expect content that guides them through each phase of the funnel.

“.....”

To reach your buyer, you must create more content variety and distribute it more widely.



**BUYER 2**  
uses search engines to find a solution



**BUYER 4**  
specifically engages with your website to find a solution



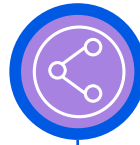


Because we live in the information age, you need to help your Partners create demand every and anywhere. They require personalized resources that speak to specific demographics throughout the funnel. Just because the C-suite ultimately signs off on purchasing your solution or service, their influencers have different needs in order to make a formal recommendation.



“.....”  
Create demand that attracts younger audiences, as upper-level decision makers might not ever engage with your content.

# What Content Should You Develop to Drive Demand?

<b>Video</b>  Video is still number one! (Think short, engaging and storytelling-style)	<b>Podcast</b>  Podcasts give a voice to a name to generate brand equity and authenticity	<b>Social</b>  Social posts. Longform LinkedIn, Tweets, and shareable links.	<b>Blogs</b>  Short blogs. Link out to other content, encouraging social sharing	<b>Mobile</b>  Mobile friendly
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## Help Partners Drive Demand The RIGHT WAY:

Now, more than ever, you've got to provide Partners with the resources, strategy and support they need to drive demand in today's crowded ecosystem. Not only do you have to deliver the right content, it has to be at the precise time and to the exact audience.

CAN-SPAM laws and GDPR have forever changed email privacy laws. The days of asking Partners to provide you with their contacts and create databases from a variety of lead sources are long gone. Today, prospects opt-in (or quickly unsubscribe) to receive emails.

The digital transformation not only affects the technology you sell, but also trickles down to marketing. Enabling your sales teams and Channel Partners with resources that meet today's savvy buyers will drive demand that complements the Channel's demand generation shift .

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