

BOOST YOUR SALES CHANNEL NOW!



The Problem with Demand Generation

The challenge with through-channel demand generation is that it hasn't evolved in over a decade. You spend millions on platforms, content, and resources that your channels simply don't use.

What You're Currently Doing:

- Static content
- Email
- Focusing efforts on marketing people
- Webinar in-a-box
- Event in-a-box
- SEO support
- Social posts
- Managed Marketing Services (MMS)
- Through-channel marketing automation

Why It's Not Working:

- Static content is boring and outdated without personalization options.
- CAN-SPAM laws and email regulations like GDPR and CCPA make it illegal to load lists to 3rd party tools.
- Salespeople lack access to prospects, putting content in their hands is key!
- Partners don't trust Vendors enough to load their own contact lists.
- Partners still struggle to put on webinars and events by themselves.
- Partners now have their own marketing automation platforms so they can drive demand for all of their solutions.

How to Fix It

It's time to educate Partners on the right way to do demand generation and social selling. Enable Partners with multimedia content that speaks to pain points and business outcomes and can be personalized and shared based on Partners' style and preferences.

[Listen to the Podcast](#)



Multimedia

Why Content is KING for Through-Channel Demand Generation

Demand generation has changed over the last decade. No longer are we reading five-page eBooks, let alone 15-page whitepapers, early in the buyer's journey. It's more likely that videos, podcasts, and short webcasts are filling the funnel.

Your sales channel is looking for ways to promote their business and solve customer's pain points while personalizing every interaction.

Consumers learn about solutions, answer questions, and make purchasing decisions in new ways, and prospects have more resources than before.

Combined with today's tech-savvy buyers, they do more research online before asking salespeople for help.



According to [Digital Marketing Institute](#), **90%** of modern consumers say video content helps them make purchasing decisions, and by 2021 over 80% of website traffic will be video.

Personalized Multimedia is the New Way to Drive Demand

More companies are relying on younger, digital-native employees to research product and solution options before handing them over to decision-makers. This has created the need to engage and educate millennial prospects in new ways that resonate, such as video and social sharing.

Prospects also have lower attention spans than ever before, and sales and marketing content must be “bite-sized,” personal, trustworthy, and readily available on mobile devices.

Enabling Your Sales Channel with Stellar Video & Multimedia Content

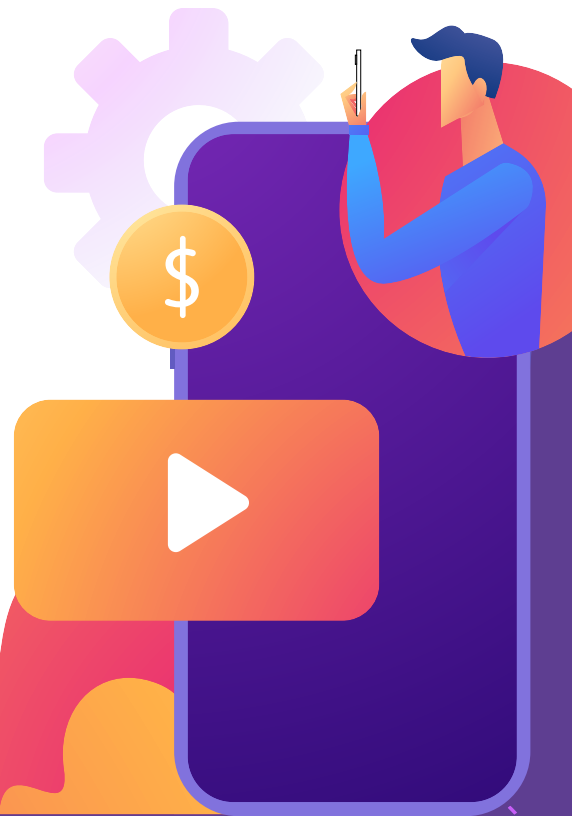
Marketers and salespeople need resources, strategy, and support to drive demand in today's overwhelming digital ecosystem:

- Help marketers and salespeople execute demand generation campaigns the right way by leading with multimedia content, including video, webinars, and podcasts.
- Ensure marketers and sales people remain compliant with CAN-SPAM laws, GDPR, CCPA or any future regulations by not requiring them to load their contacts into Vendor platforms.
- Focus on content-first education and resources.
- Make prospect engagement easy by providing marketing content to fit their preferences and profile.
- Send content to Partners via email, already personalized and ready to share any way they want.

Get more exposure for your videos!



Watch the
Video



Marketers who use video get

66% more leads, according to [Optinmonster](#).



For Vendors

For Partners

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