



Source: [Canalys Estimates, August 2023](#)

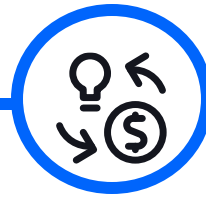
Partner Marketing: Driving Competitive Advantage

Program Evolution and Scale

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Introduction



Today, the modern buyer, on average, experiences 28 moments that lead to a considered purchase decision.

Marketing To, Through, and With Partners

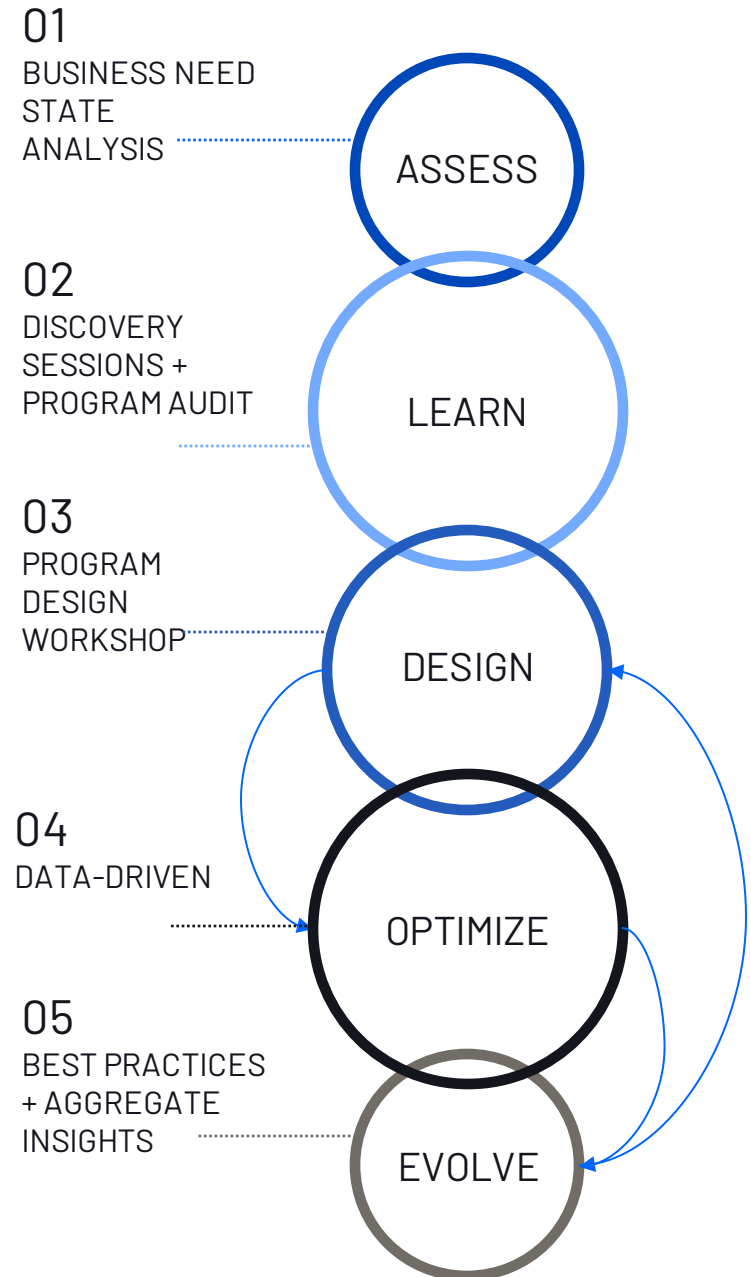
Partner Marketing Ecosystems Drive Competitive Advantage

Transacting Partners

Enterprise brands with distributed sales networks, think auto dealers, restaurant franchisee owners, distributors, or technology system integrators, have long supported partners who generate revenue with partner enablement or fund programs (Co-op, MDF, and Incentive).

Non-Transacting Partners

Today, enterprise brands must also consider how, and who, they design program support for that do not have direct revenue tied to sales – thought leaders or influencers/advisors.



NOTE: For the purposes of this white paper, we are using the broad term of “partner/partners” to describe any distributed sales network like retailers, stores, distributors, etc.

Enablement & Fund Programs

Traditional transacting channel partner marketing programs center around sales – program participation is based on revenue generated within the year or based on sales the prior year (accrual-based marketing development).



Commitment

Partner is eligible to participate in the program, or programs, and commits to eligible activity to drive awareness.



Campaign Activation

Partner DIY or DIFM asset utilization and cobranded campaign creation and activation.



Claim

Partner submits eligible marketing activity for recognition against program design criteria.



Approval

Activity is reviewed against program guidelines and brand compliance requirements.



Reconciliation

Partner marketing activity is either approved and reconciled against program fund balance or rejected.



Payment

Global partner payment is facilitated, in country currency.

Partners Are People



Loyalty among your ecosystem of distributed sales entities is just as important to enterprise brands with indirect sales motions as brand loyalty is to B2C sales. [Forrester's](#) Marketing Survey, 2023, "reveals one of the top selected priorities for global B2B marketing decision-makers in the next 12 months is to update, expand, augment, and/or invest in partner ecosystem processes, systems, and technologies to improve partner experience (PX)."



Program Evolution



86% of Channel Chiefs in CRN Magazine's 2023 report, are looking to recruit and develop more partners.

Your Indirect Partners Have Changed

PARTNERS ARE PEOPLE

The shifts in consumer buying behaviors extend to partner ecosystems. Partners are people. They expect seamless experiences, sophisticated tools, and the ability to work when and where it suits them.

CHOOSY AND DIGITALLY SAVVY

Partner ecosystems and customer buyers include a wide spectrum of buyer types. Their marketing savviness varies and needs to be considered as they expect to have a multi-touch journey with your brand, and your partners.

PARTNER LOYALTY IS NOT GUARANTEED

Program participation and utilization depends more on buy-in, training, communication, and perceived value to the partner, retailer or store than ever before.

AND SO HAVE YOUR BUYERS

82%

Of buyers are using more sources to research and evaluate products and services

71%

Start with generic search terms – rather than a specific company or named product

57%

Buyers are more than halfway down the sales path before they engage with a brand website





No enterprise brand can reach and engage their target audience/market alone.

Opportunity: Co-Marketing and Co-Selling

Revenue Platform

Revenue growth can only be achieved with a revenue platform that enables channel partner marketing ecosystems.

- Ensure a more consistent and effective representation of the enterprise brand
- Enable partners to more easily co-market and co-sell, and offer their solutions and market expertise
- Extend enterprise brand reach, budget, and impact

Program Maturity

To obtain and sustain scale, effective technology implementation that is easy to use and makes tracking program progress towards goals as easily to follow as possible, is crucial.

- Audit existing processes
- Redesign the partner experience
- Deploy an optimized experience with a flexible technology stack
- Pilot program enhancements to accelerate future growth

Partner Perspective

Improving the partner experience benefits the enterprise, and broad partner ecosystem.

- Integrate the partner voice into partner experience
- Make partner satisfaction a key metric of program success
- Create partner advocates through modern program incentives

Making It Easier For Partners To Do Business With You

Understanding the way that partners go to market is important – seems obvious, but it's worth a focused review. Different partner types have different needs. Different routes to market, or the introduction of new routes to market, means partners are motivated differently. The question then is, "how do you make it easier for partners to do business with you?"



Do you know what makes your partners tick?

“I wake up every morning thinking, how can I make it easier for our partners to do business with us – I know it sounds cliché, but that is my job.”

**Jaime Becker, Sr. Partner Experience
Director at Alludo**

3 Client Perspectives

Ivan Cevallos – Regional Marketing at American Honda Motor Co.

Allow for the local retailer to have a way to ensure they can establish their own brand identity. Having channel enablement that includes modular/flexible creative so they can be more relevant to their customers is one way.

Jaime Becker – Sr. Partner Experience Director at Alludo

Partners want to see the feedback they are sharing, used. Hold yourself, as the enterprise, accountable and have a key metric proving you are really listening.

Jon Budd – Sr. Group Manager at Hyundai Motor America

Find influencers who are using your tools and actively engaged in your channel partner marketing program – find them and have 1:1 conversations. Go to their local level and engage.



Surround the Buyer

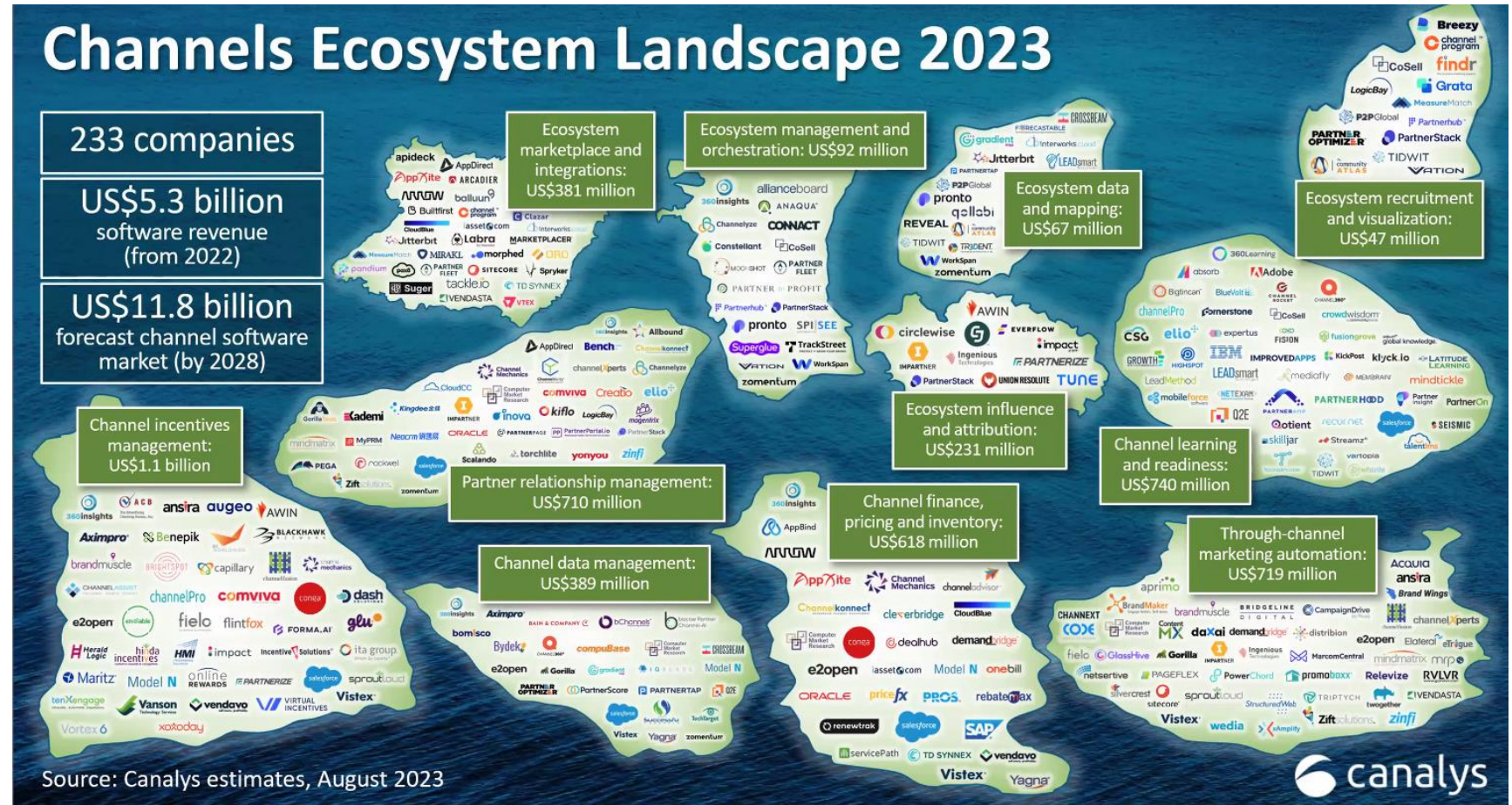
Evolving partner programs to enable transacting and non-transacting partners to surround the buyer, drives partner performance and helps discover new opportunities. Consider the right technology and services that can support traditional transacting programs alongside points programs to fuel alliances and co-innovation.



INTEGRATION AND SERVICES ARE KEY

The underlying technology that will drive competitive advantage for Channel Leaders going forward is a combination of services and solutions offered by a group of companies.

Seamless integration across available channel partner marketing technology vendors is most critical to a successful relationship and experience for partners.



11 "islands" of innovation. Better than a linear "stack" which would suggest every company needs every layer.

- Jay McBain, Chief Analyst – Channels, Partners, Ecosystems - Canalis



Competitive Advantage



Consider what you want your channel ecosystem to look like in 2 years, 5 years, and in the next decade – do you have the partner marketing enablement & revenue platforms needed to succeed?

SUCCESS REQUIRES A FLEXIBLE AND SCALABLE ENTERPRISE SOLUTION

1. Training and Enablement: Onboard, train, and certify partners across your ecosystem
2. Evolved Program Design: Incentivize, co-sell, co-market, and co-innovate with traditional and non-traditional partners
3. Data Optimization: Manage, measure, and report on partner value at scale

Ansira believes it can play a key role in the integrated solutions the enterprise leverages to power Channel Partner Marketing programs.

Ansira is well positioned to consult and advise across integrated solutions, design enablement, compliance, fund, incentive, and points programs, deploy proprietary enablement and fund technology, and serve as a strategic services partner throughout. Our robust team of industry experts and platform specialists can activate across the board allowing you to maximize the most out of each solution.



Create Your Future Partner Program Today

Evolving traditional channel partner marketing programs and expanding to include a broader ecosystem of partner types, requires commitment from the enterprise, plus dedicated services support and technology integration capability from Channel Partner Marketing technology providers.

[Contact us](#) today to learn more about how we can help meet your end-to-end needs and the needs of your partners today, tomorrow, and future forward.

MEET OUR ANSIRA **AUTHOR**



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Courtney is responsible for the go-to-market strategy and execution team that supports the Ansira brand across owned and paid activities including analyst relations, sponsorships, paid media, owned events, organic channels, and public relations. She's also the former Channel Partner Marketing Solution lead and has a passion for all brands with distributed sales networks.