

8 Content trends to supercharge your channel in 2020

Creating great content, messaging and well-told brand stories for your channel partners is challenging and time-consuming.

Whenever developing new, or updating existing content, there's one essential thing to keep in mind. It must always be created from the perspective of the end-user.

No matter how well it's written, how beautiful the design may be or how seamless the online interaction, if it does not engage your partners' target audience, it's time and effort wasted.

Here's eight trends and things to think about when creating campaign and content for your channel partners in 2020.

1

I got nothin'

Having no, or being inconsistent in the amount of content available for partners is the difference between adoption and abandonment. Companies experiencing the greatest channel marketing success provide new, relevant and engaging co-brandable, partner-friendly content monthly. Everything from how-to guides, data sheets, white papers, eBooks, infographics, images, videos, blog posts, and podcasts are valuable content pieces. Unsuccessful companies only offer new content once or twice a year at best.

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2

It doesn't fit

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While it may seem efficient, providing content with a one-size-fits-all approach is problematic. There's a real need to develop content that covers all partner types – small with no marketing department or resources, through to enterprise with a marketing department, resources and a global audience. All partners have varying needs and your content must be flexible enough to cater the those needs.

3

Reproducing.com (do not Google this)

Fine, we'll wait. OK, now that you're back. Reproducing or reusing content and collateral straight from your website or your marketing automation platform will ultimately be disregarded by your channel partners, leaving channel marketers to ask why? Often, it's because the messaging is too inward facing, focused solely on your company and product features. To get partners involved and actively using your content, it needs to be outward facing. That is, understanding business challenges by placing yourself in their position, and demonstrating how your products offer the best solutions to their end-users.

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4

The social butterfly

Social media is an essential element of channel marketing. Creating a social campaign of 20 posts for partners to use across their channels – Twitter, LinkedIn, Facebook as these are highly targeted – is an effective way for partners to direct end-users to a landing page featuring both gated and ungated assets like videos, eBooks, whitepapers, and case studies. Following industry social pages offers great insights into the challenges end-users face. This knowledge can be invaluable when creating partner social campaigns, as it provides the opportunity to inject into conversations with authority by understanding pain-points and offering solutions.

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5

In tonight's showcase

It's essential to remember 'fresh is best' when it comes to a content syndication showcase.

Whether simplistic or comprehensive, it's essential to remember 'fresh is best' when it comes to a content syndication showcase. You should refresh your showcase every six months, so it features the latest or updated product solutions. And it should not replicate your website. A showcase can easily be incorporated into partner websites with a simple embed code. It also needs to be customizable so products not offered by partners can be hidden, branding guidelines met, and the layout looks like part of the partner site, including the color palette.

6

The yellow brick road signpost

On average it takes 15 – 20 touches along the path to purchase before a prospective customer clicks through to an offer. Channel campaigns comprising of multiple executions – usually two to three and known as a nurture flow – feature personalized emails, dedicated microsites with downloadable marketing and promotional collateral, promotional web banners and pre-written social media posts directed to the campaign microsites. All this helps your channel partners become the guide along the buyer's journey.

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7

It's not always about you

Many campaigns and content pieces focus on how great a company and its products are, often forgetting to focus on the needs of the end-user. Creating a partner-friendly campaign that identifies a business challenge where the partner is the hero that solves the problem and 'rescues' the customer from the impending doom of the situation, resonates with both partner and customer. Content that empathizes with customers by understanding their challenges and frustrations, then offering a solution, deliver high rates of return.

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8

Gift without purchase

Not all campaigns have to be sales focused. In fact, some of the most successful are those that aren't.

Controversial, and a little disconcerting, but not all campaigns have to be sales focused. In fact, some of the most successful are those that aren't. Give your partners a campaign that's not about selling, but they can easily customize and send to continue engaging with customers. Holiday and celebration event days will be very well received, as are campaigns that offer business tips that can be easily implemented or the top industry trends your partners should be doing. These types of campaigns continue engagement with your partners between sales campaigns and enhance your relationship with your partners.

Well there you have it, some tips to make your content and campaigns work that much harder.

For more tips on content creation, contact us.

www.elasticdigital.com

Elastic Digital is a creative agency that understands the complex challenges of channel marketing. We help you develop great content to make your channel partners successful.