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The importance of to-partner comms

A common channel marketing question is

“How can I get more partners to launch my campaigns?”

The simple answer is twofold.

Regularly create new campaigns so your partners have something to launch.

Tell them there's a new campaign available on your channel portal.

Many IT vendors put in a lot of time, effort and expense creating great new marketing campaigns and collateral. But very few extend that to include to-partner communication.

Partners won't launch your new campaign if they don't know it exists.

So, a series of two to three emails telling partners a new campaign or showcase update is available significantly increases adoption.

These personalized emails outline what the campaign is about and link directly to your portal page. There your partners can customize the campaign with their branding before launching it to customers.

When you don't have a product-specific campaign, give partners one that offers general business advice. Showcase the top tech innovations to be aware of or industry trends to follow.

These generic campaigns are a great way to stay in touch with partners, enhancing your reputation as a vendor invested in helping their business succeed and not just sales focused. And, allows time poor, under resourced partners to maintain communication with customers between promotional campaigns.

Engaging your channel partners isn't just about giving them what they want. It's knowing what they need, and providing it in the easiest possible way.



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