

# Driving Thru-Partner Marketing Globally



## THE PROBLEM

Client's PMM team had difficulty scaling their communications and engagement with partners in regions: They had limited partner planning & execution support or skills.

## THE IMPACT

Partners were not engaging with campaigns despite development funds being available. Partners who were engaging executed tactical one-off campaigns for top of the funnel leads with little audience build or nurture.

## OUR VALUE

The Channel Company expanded our client's PMM team reach, developed more integrated marketing campaigns for partners aligned to their capability, and drove engagement for lead generation & nurturing

- Supporting PMM's globally in 25+ countries
- Top partners prioritized in Region per quarter with regional & distributor integrated marketing campaigns

*“Our account manager at The Channel Company is fantastic: I really enjoy working with her. She's organized, great at communicating and understands how to alter her approach depending on the partner. Campaign results are very positive, already generating pipeline results which is great.”*

- **Typically deliver 460+ campaigns per quarter with ~300 partners globally**
- **Returning more than 1,400 campaign leads per quarter (on or above goal)**