

Get Ahead Of The Mass Migration Of B2B Sales To Business Units With Partner-Based Marketing Programs

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#ChannelWeek



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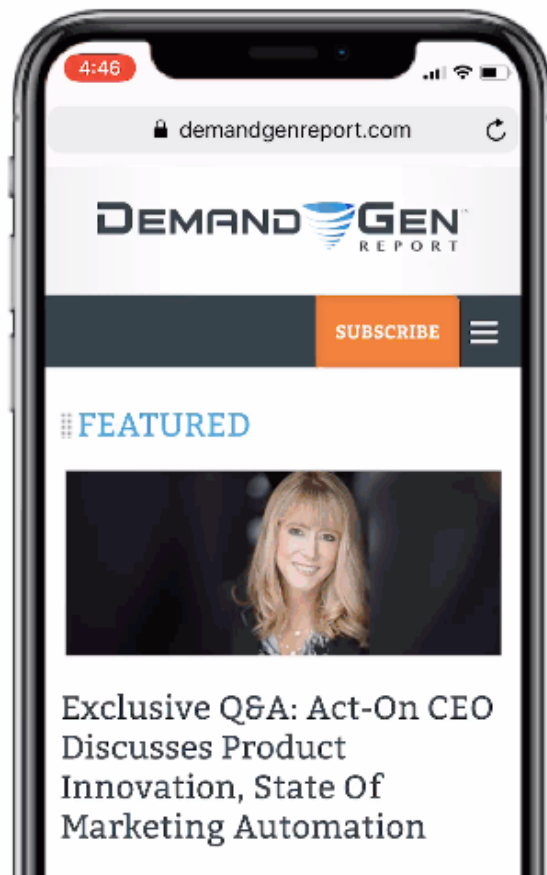


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ChannelWeek



#ChannelWeek

B2B MARKETING EXCHANGE

A photograph of a crowd of people at a conference, with a blue and purple gradient overlay on the right side. The image shows a diverse group of professionals, some looking at their phones and others smiling. In the foreground, a man with glasses and a woman are smiling at the camera. The man is wearing a blue lanyard with a badge that reads "B2B MARKETING EXCHANGE", "GREG", "FARREST", and "ACCOLADE INC.". The woman is wearing a blue lanyard with a badge that reads "B2B MARKETING EXCHANGE".

SAVE THE DATE:
February 24–26, 2020
Hyatt Regency, Scottsdale
www.b2bmex.co

#ChannelWeek Prize Pack: Register & Attend to Win

Join all our #ChannelWeek sessions live for the best chance to win

- \$10 Starbucks gift cards - 1 winner per session
- Free passes to #B2BMX - 1 winner per day



Questions, Tweets, Resources, Survey

The screenshot displays the ChannelWeek presentation interface. The main slide features the ChannelWeek logo, the title "Today's Presentation", the hashtag #ChannelWeek, and a "Share your feedback" button. The interface includes three side panels: a Twitter panel on the left with a "Join the conversation #ChannelWeek" button, a Q&A panel on the right with a "Submit your questions here" button and a "Submit" button, and a Resource List panel on the right with a "Download today's resources" button. A bottom navigation bar contains icons for various functions, with the "Resources" icon (a green square with a white document icon) circled in black.

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Today's Presentation

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Share your feedback

Q&A

Submit your questions here

Enter your question

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Resource List

Download today's resources

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Speakers



Steven Casey
Forrester



Jay McBain
Forrester



Andrew Gaffney
Channel Marketer Report

Topics

- › *Mandate for change*
- › *Use ABM as the model for partner recruitment*
- › *Five steps to success with Partner-Based Marketing*
- › *Lessons learned from ABM adopters*
- › *Questions and answers*


Mandate for change



Channel chaos adds new partner recruitment challenges



**Locating partners to reach
the business buyer**



**Finding specialist partners
hidden in the shadows**



**Prioritizing influencers winning
the battle for buyer mindshare**

Use ABM as the model for PBM

Data-driven decisions generate better outcomes



68%

“ . . . significant increases in per-account pipeline”



58%

“ . . . significant increases in per-account revenue”



43%

“ . . . highest ROI of any B2B marketing approach”

Base: 199 global B2B marketers

Note: Not all responses are shown.

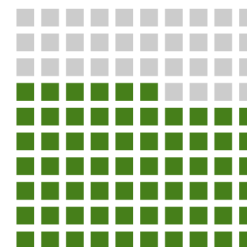
Source: Forrester's Q1 2018 Global B2B Marketing Benchmark Panel Online Survey

Leverage existing ABM skills and investments

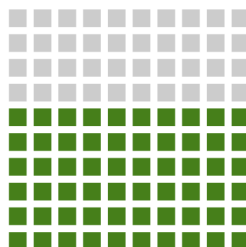
“Please tell us what your marketing organization’s plans are to adopt account-based marketing (ABM) software technologies/services.”



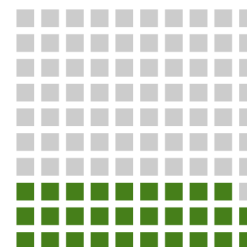
46% of respondents with **0% to 25%** of revenue coming from indirect sales models are implementing or expanding their use of ABM technologies.



66% of respondents with **26% to 50%** of revenue coming from indirect sales models are implementing or expanding their use of ABM technologies.



60% of respondents with **51% to 75%** of revenue coming from indirect sales models are implementing or expanding their use of ABM technologies.



29% of respondents with **76% to 100%** of revenue coming from indirect sales models are implementing or expanding their use of ABM technologies.

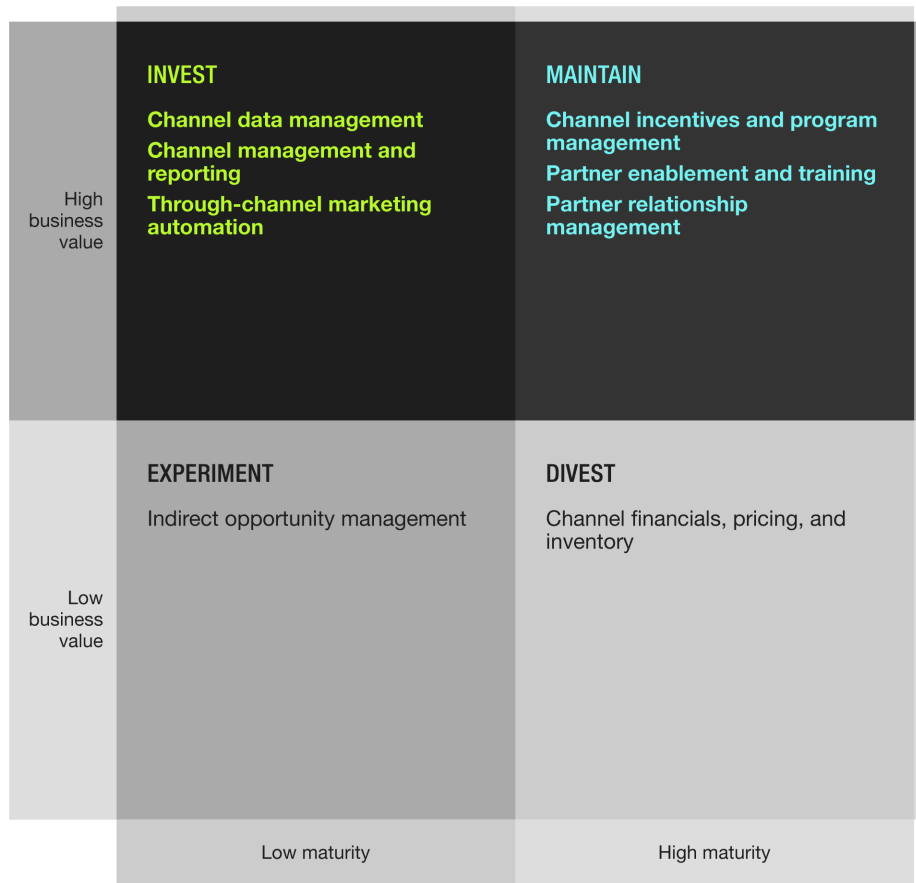
Base: 51 to 378 global B2B marketing decision makers

Source: Forrester Analytics Global Business Technographics® Marketing Survey, 2018

Enable life-cycle partner management by connecting existing solutions

TECH
TIDE

Channel Software
Q1 2018



Five steps to success with PBM

Follow the ABM roadmap



Source: Partner-Based Marketing Accelerates Elusive Shadow Channel Engagement Forrester report

- **Target existing partners?**
- **Shadow channels?**
- **Competitive takeaways?**
- **Content and engagement tactics flow from there...**



Source: Partner-Based Marketing Accelerates Elusive Shadow Channel Engagement Forrester report

- **Consider:**
LOB
credibility,
subindustry
depth,
segment
focus,
geographic
coverage, biz
model
(managed
svcs, VAR,
MSSP, SI, etc.)
- **For TAPM**



Source: Partner-Based Marketing Accelerates Elusive Shadow Channel Engagement Forrester report

- **Leverage behavioral/intent data**
- **Content consumption, site activity, news, job postings, etc.**



Source: Partner-Based Marketing Accelerates Elusive Shadow Channel Engagement Forrester report

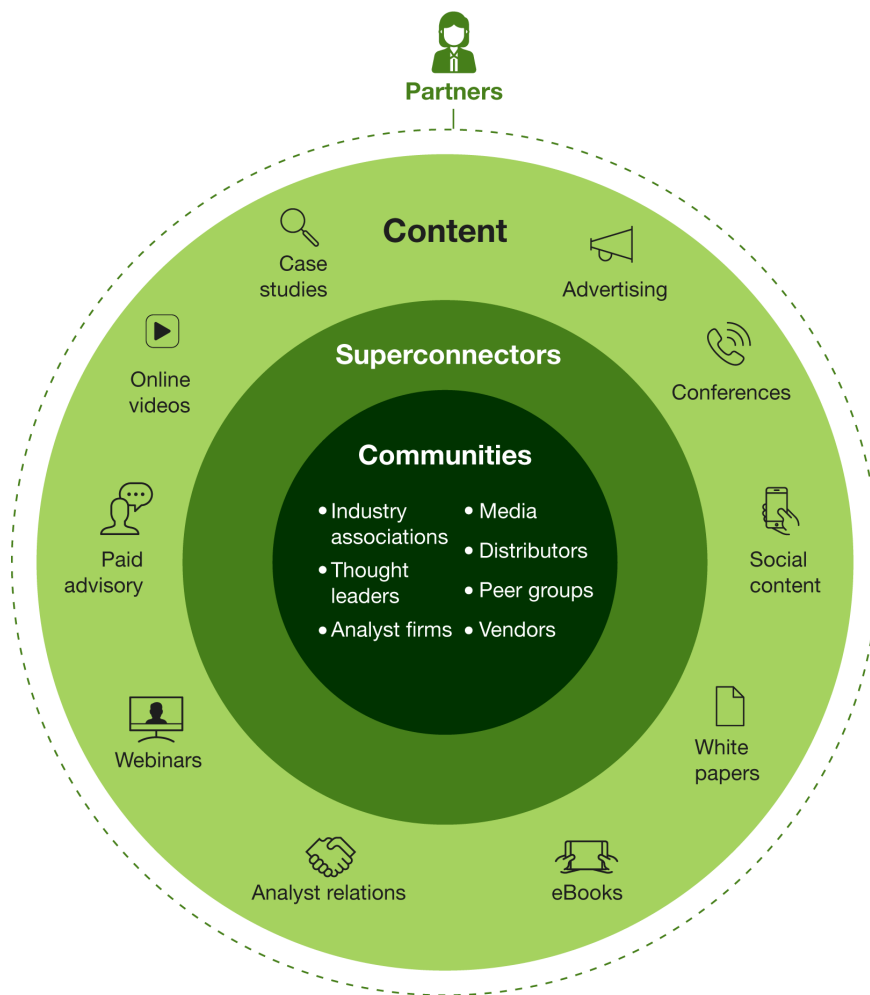
- **For every touchpoint**
- **Advertising for awareness, TL to confirm interest, email invites to convert to consideration, sales materials to close**



Source: Partner-Based Marketing Accelerates Elusive Shadow Channel Engagement Forrester report

- **Make sure to include influencers**
- **Requires a new, digital engagement motion**

Source: Partner-Based Marketing
Accelerates Elusive Shadow Channel
Engagement Forrester report



- **Benefits of a data-driven approach:**
- **Continuous improvement**
- **Prove value**



Source: Partner-Based Marketing Accelerates Elusive Shadow Channel Engagement Forrester report

Lessons learned from ABM adopters



**Focus on your
largest resellers first**

**Start with a
pilot program**





**Deploy people
without legacy
baggage**



Proactively recruit sales

Questions and answers

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Thank you

FORRESTER.COM

Q&A / Speakers



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Register for more sessions now thru August 28th!

Join Our Next Session:

Optimize Channel Engagement With Custom-Fit Partner Incentive Programs



August 26th

2:00 PM ET