

# Simplifying the ChanTech Stack for Faster ROI & Partner Engagement

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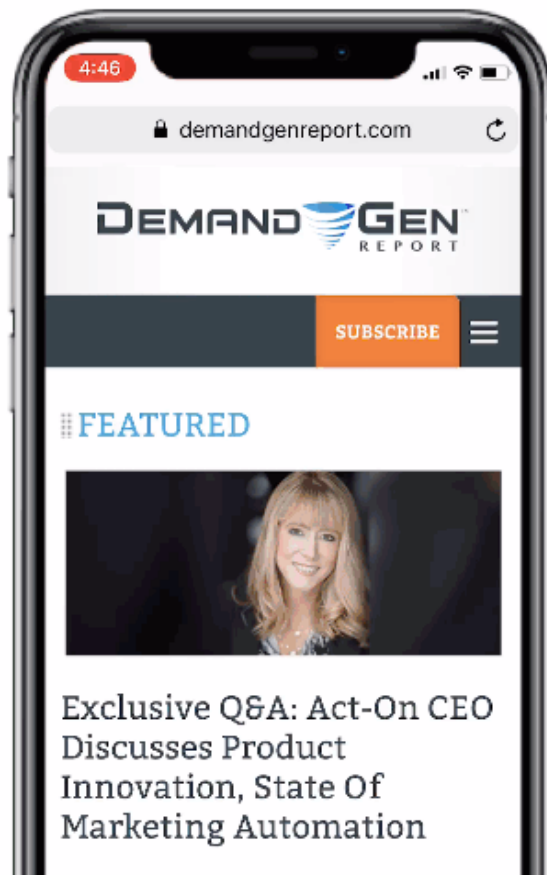


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**ChannelWeek**



 #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. The background is filled with other attendees, some standing and some sitting. The overall atmosphere is professional and engaging.

SAVE THE DATE:  
February 24–26, 2020  
Hyatt Regency, Scottsdale  
[www.b2bmex.co](http://www.b2bmex.co)

# #ChannelWeek Prize Pack: Register & Attend to Win

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

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# 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.

DEMAND GEN REPORT

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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

? [Icon] [Icon] [Icon] [Icon] Q&A [Icon] [Icon] [Icon] [Icon]

# Speakers



Laz Gonzalez  
Zift Solutions



Kerstin Demko  
Sage



Terry Moffatt  
Channel Marketer Report

# Simplifying the ChanTech Stack for Faster ROI & Partner Engagement

CMR  
WEEK  
WEBINAR



Kerstin Demko  
North America Director  
of Partner Marketing



Laz Gonzalez  
Chief Strategy  
Officer





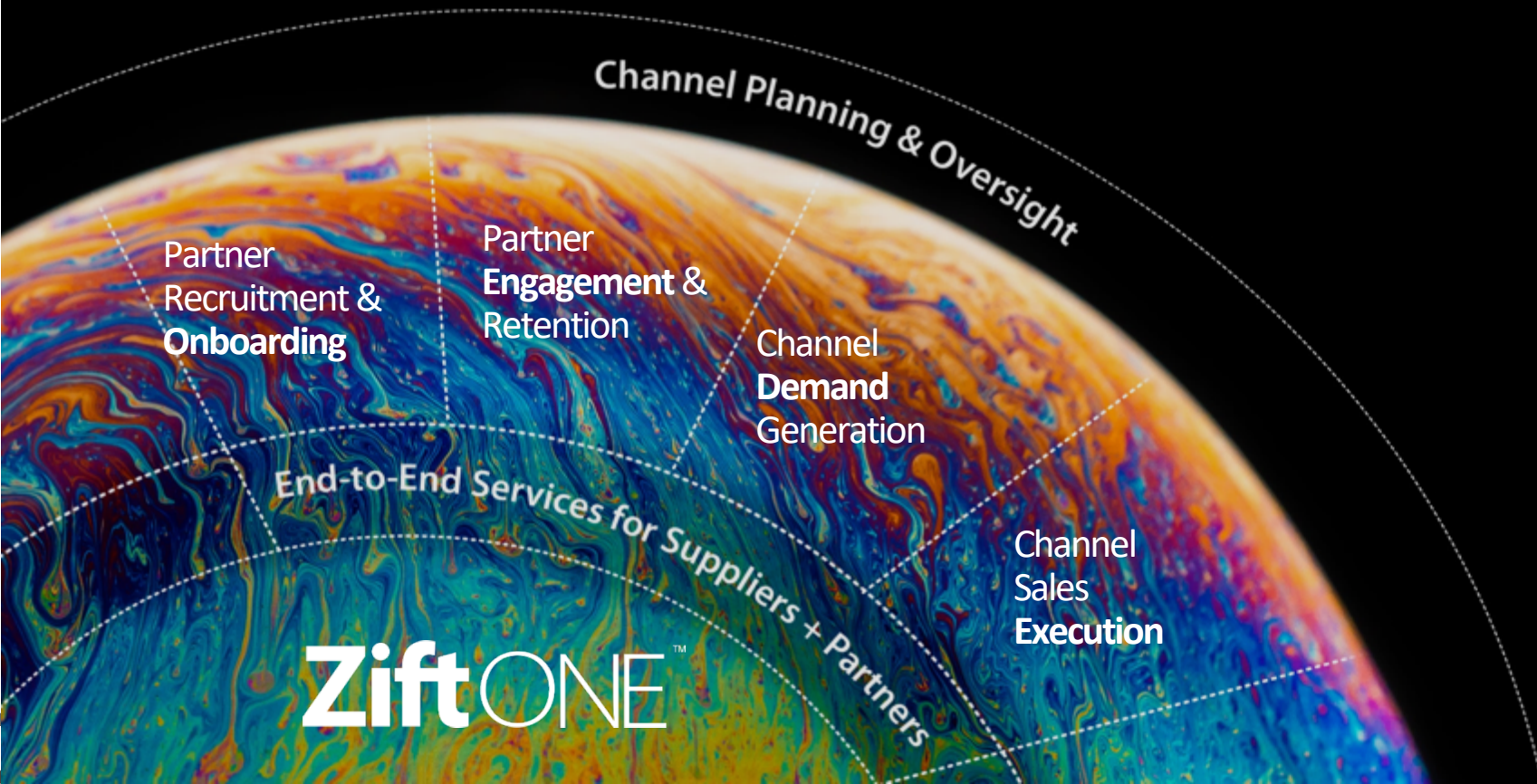
Supplier  
Expectation

The Result?  
Supplier-Partner  
Chasm

Partner  
Performance



# Zift's View of the Channel



# Enterprise Channel Management

Channel  
Planning &  
Oversight

**ONE**  
source of data and  
insight into every  
aspect of the  
entire channel  
lifecycle to power  
strategic decision  
making

Partner  
Recruitment,  
Onboarding &  
Segmentation

**ONE**  
proven path to  
simplify  
management  
and control of  
the partner  
experience from  
the start

Partner  
Marketing  
Enablement

**ONE**  
exceptional partner  
experience with  
360° MDF Manager,  
best-in-class  
marketing tools,  
insights, campaigns  
and training

Channel  
Demand  
Generation

**ONE**  
place to share and  
track leads and  
keep a finger on  
the pulse of  
partner demand  
generation

Channel  
Engagement  
& Execution

**ONE**  
fast path to  
engaging partners  
and getting  
repeatable wins

**Zift**ONE™

A black and white photograph of three small seedlings in peat pots, arranged on a wooden stand. A semi-transparent purple rectangle is overlaid in the center, containing white text.

## MARKETING EFFECTIVENESS ROI

Addressing Common Problems in  
Channel Marketing Using ZiftONE



Concierge

vs



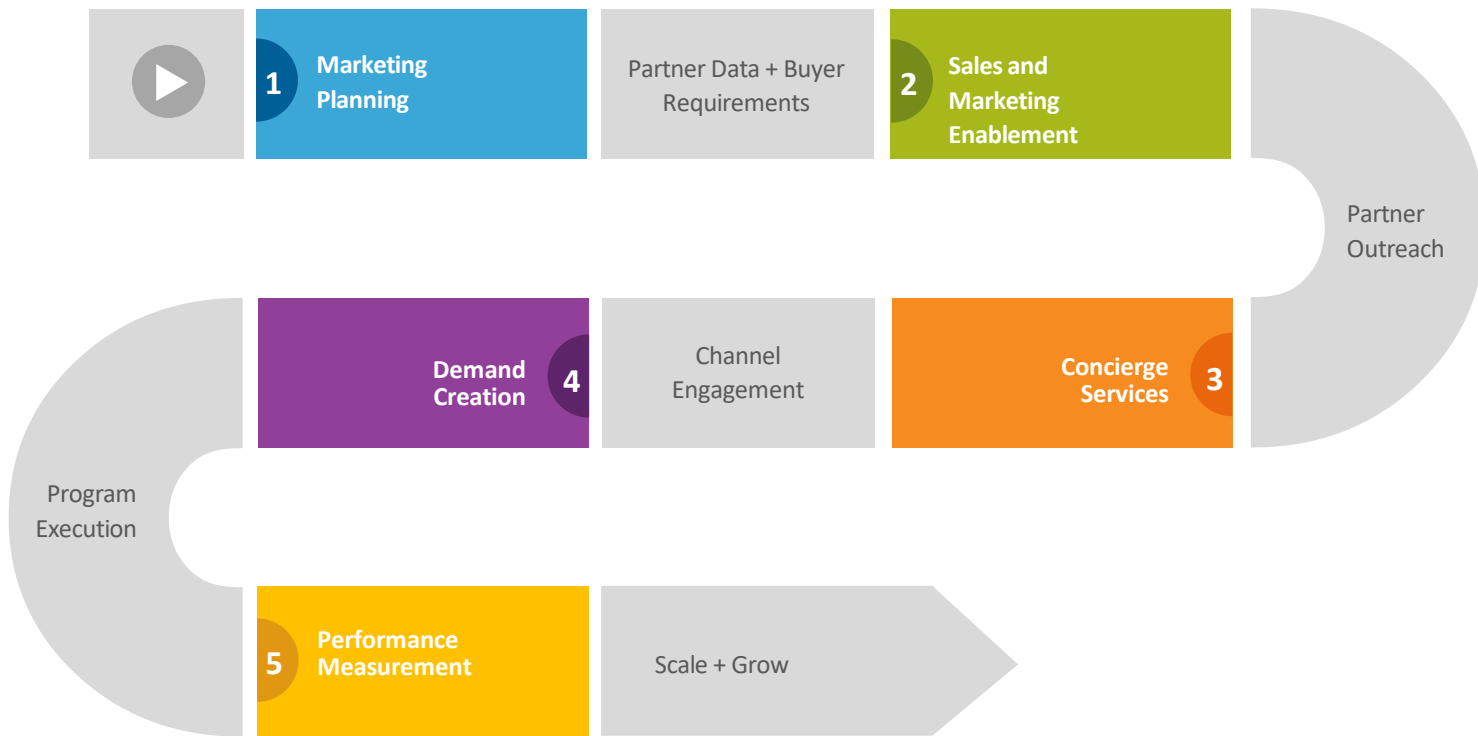
Self Service



# Common Elements in Best in Class Programs

They are **data-driven**, which means that they use data to guide their decisions and have a high level of transparency. They are **customer-centric**, meaning that they focus on understanding their customers' needs and preferences. They are **agile**, meaning that they can quickly adapt to changes in the market. They are **innovative**, meaning that they are always looking for new ways to improve their products and services. They are **collaborative**, meaning that they work closely with their partners and stakeholders. They are **transparent**, meaning that they are open about their business practices and financials. They are **responsible**, meaning that they are committed to ethical business practices and social responsibility. They are **customer-centric**, meaning that they focus on understanding their customers' needs and preferences. They are **agile**, meaning that they can quickly adapt to changes in the market. They are **innovative**, meaning that they are always looking for new ways to improve their products and services. They are **collaborative**, meaning that they work closely with their partners and stakeholders. They are **transparent**, meaning that they are open about their business practices and financials. They are **responsible**, meaning that they are committed to ethical business practices and social responsibility.

# Provide a Seamless Partner Experience



# Using Data to Drive Channel Marketing

IT director; security architects; network architects; voice architects; decision-makers who manage the network and are responsible for network security

## Marketing Goals and Inputs

**Marketing Priorities:** Demand Creation

Awareness, Customer Enablement

**Target:** New Customer in Existing Market

**ASP/Sales Cycle:** \$100-125K / ~6 months

**Buying Process:** Committee Purchase  
(6-10 people involved)

**Demand Type:** New Paradigm

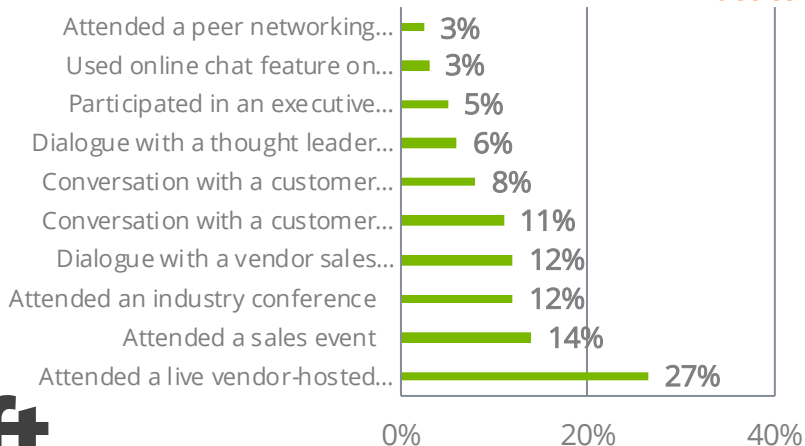
## Marketing Strategy

**Awareness 30%:** Webcasts, advertising, content, case studies, reference accounts

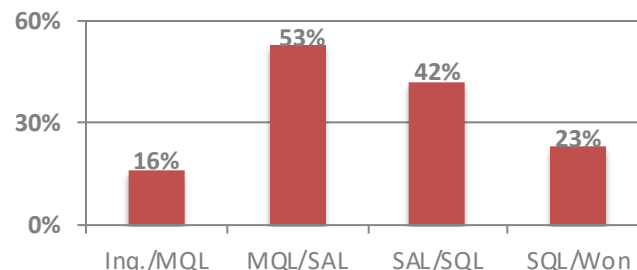
**Demand Creation 50%:** Multi-step, integrated programs, inbound/outbound calls to action, learning / trial offers

**Enablement 20%:** Events and content offers

## Tactics

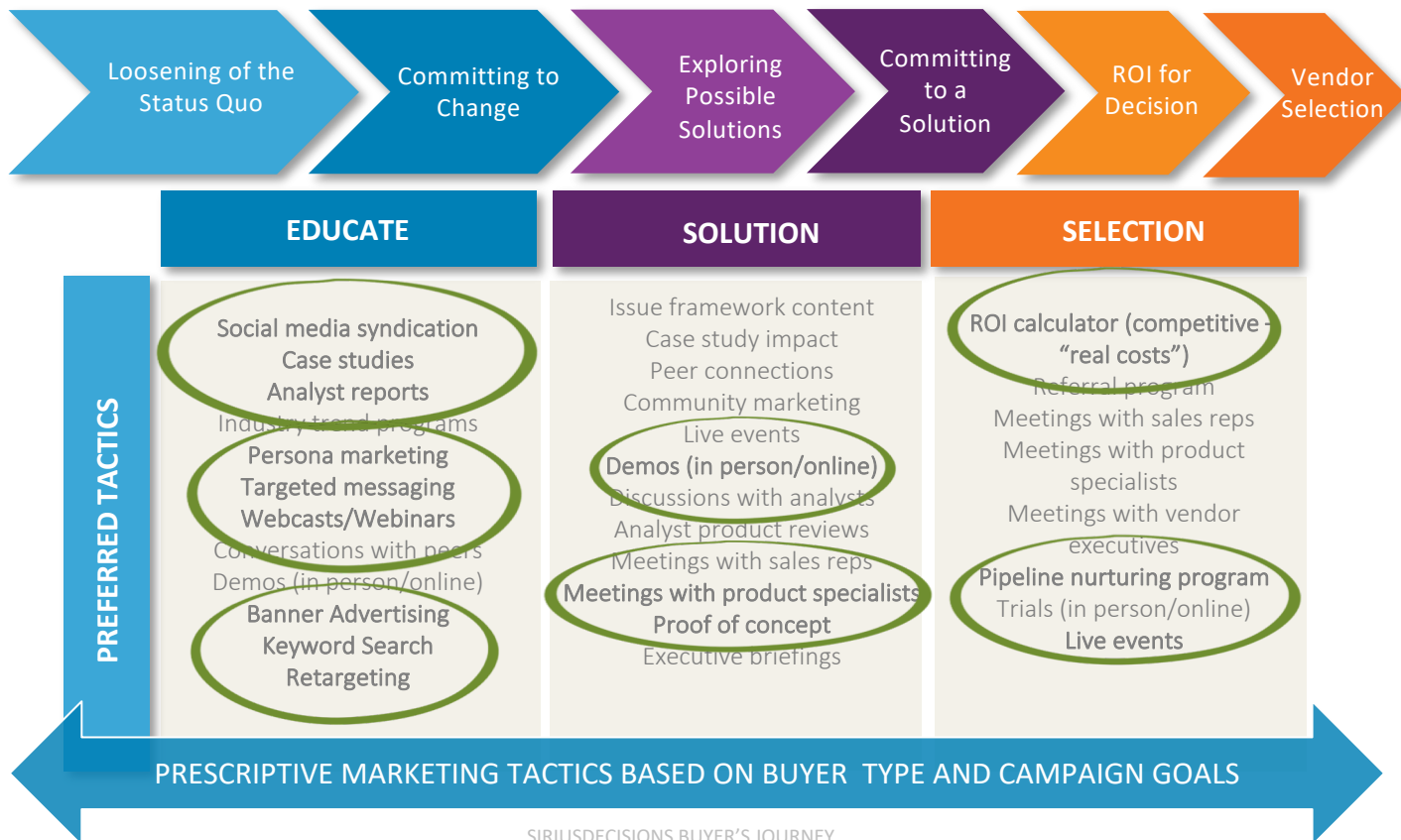


## Performance



Marketing Pipeline	
Influenced	70%+
Sourced	15%-25%

# Data Driven Marketing Campaigns Drive Faster ROI



# Mitigating Lack of Partner Engagement Using ZiftONE Data

## The Problem

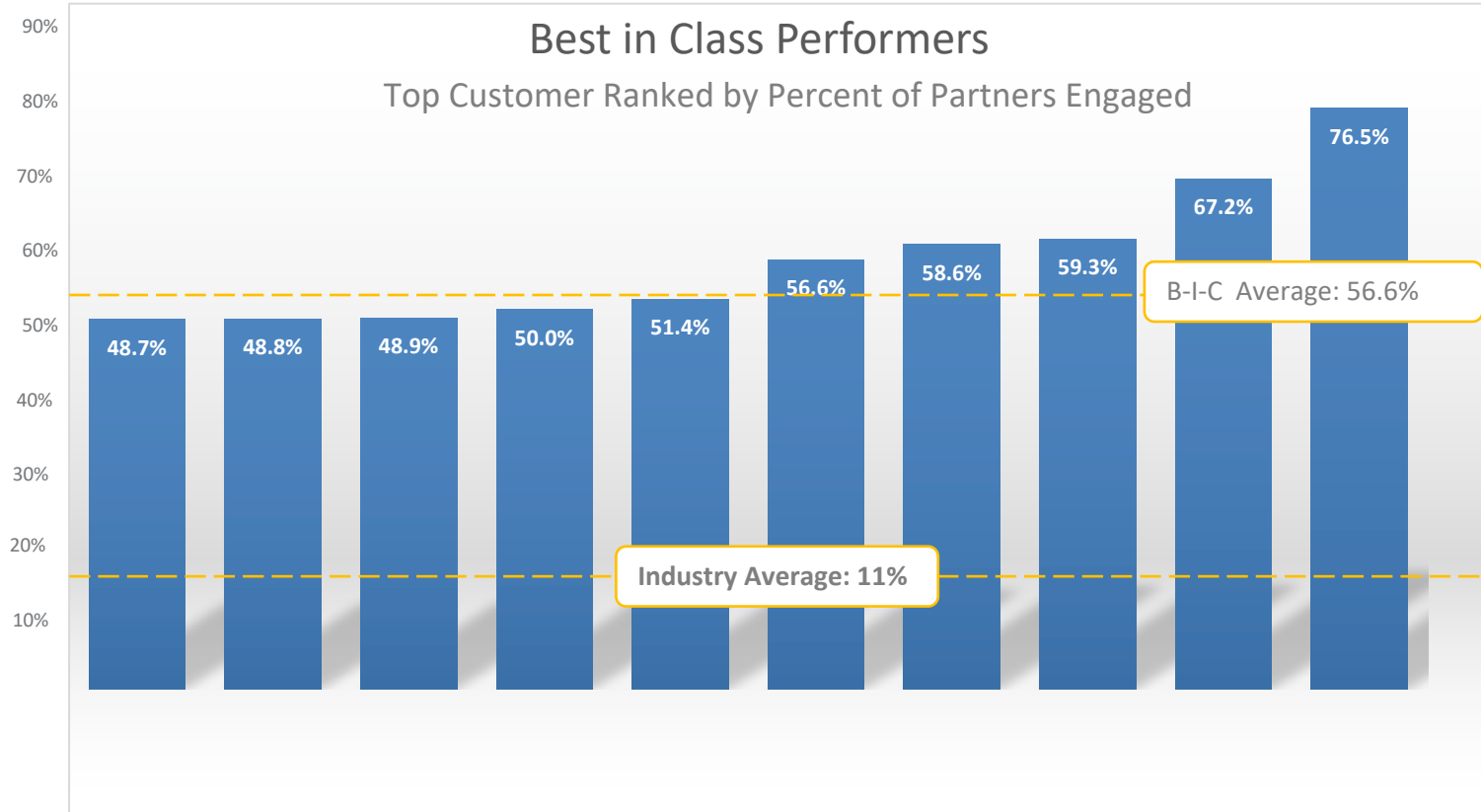
Many suppliers take a platform first approach

There is a big divide between suppliers with high engagement and those with low engagement

Low partner engagement negatively impacts visibility and pipeline

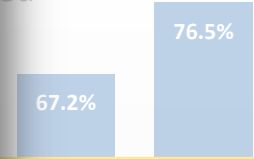
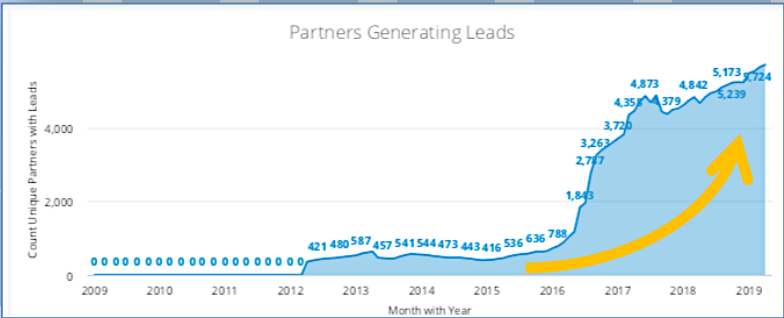
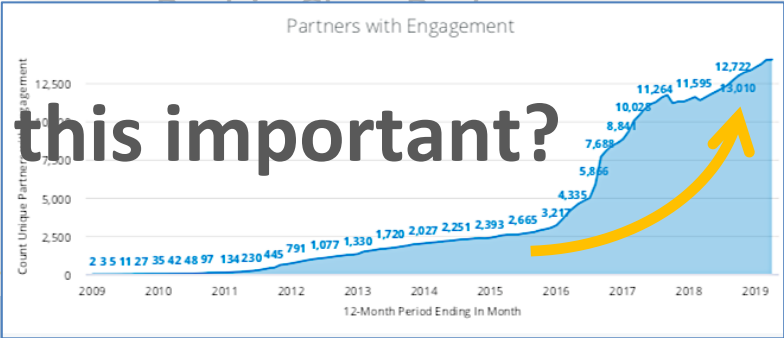


# Partner Engagement Winners & Losers

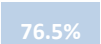


# Partner Engagement Winners & Losers

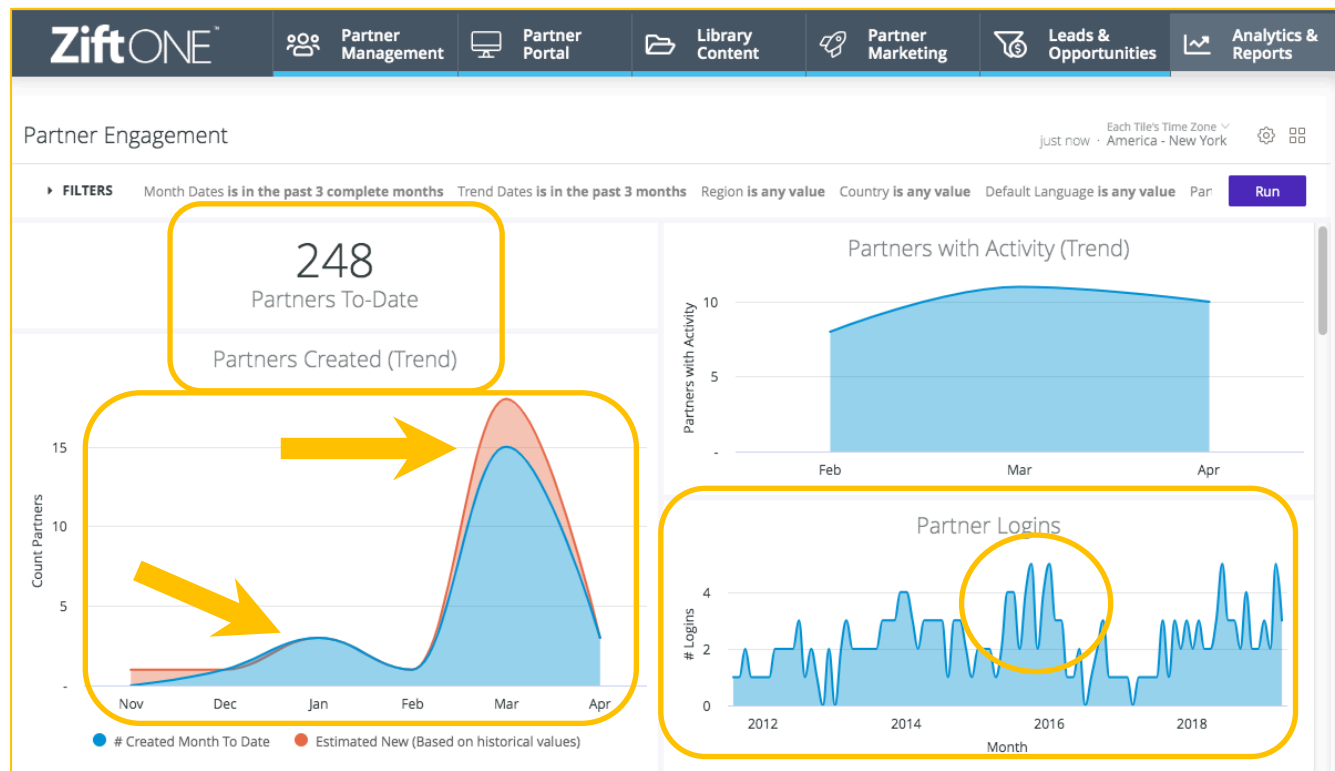
Why is this important?



B-I-C Average: 56.6%

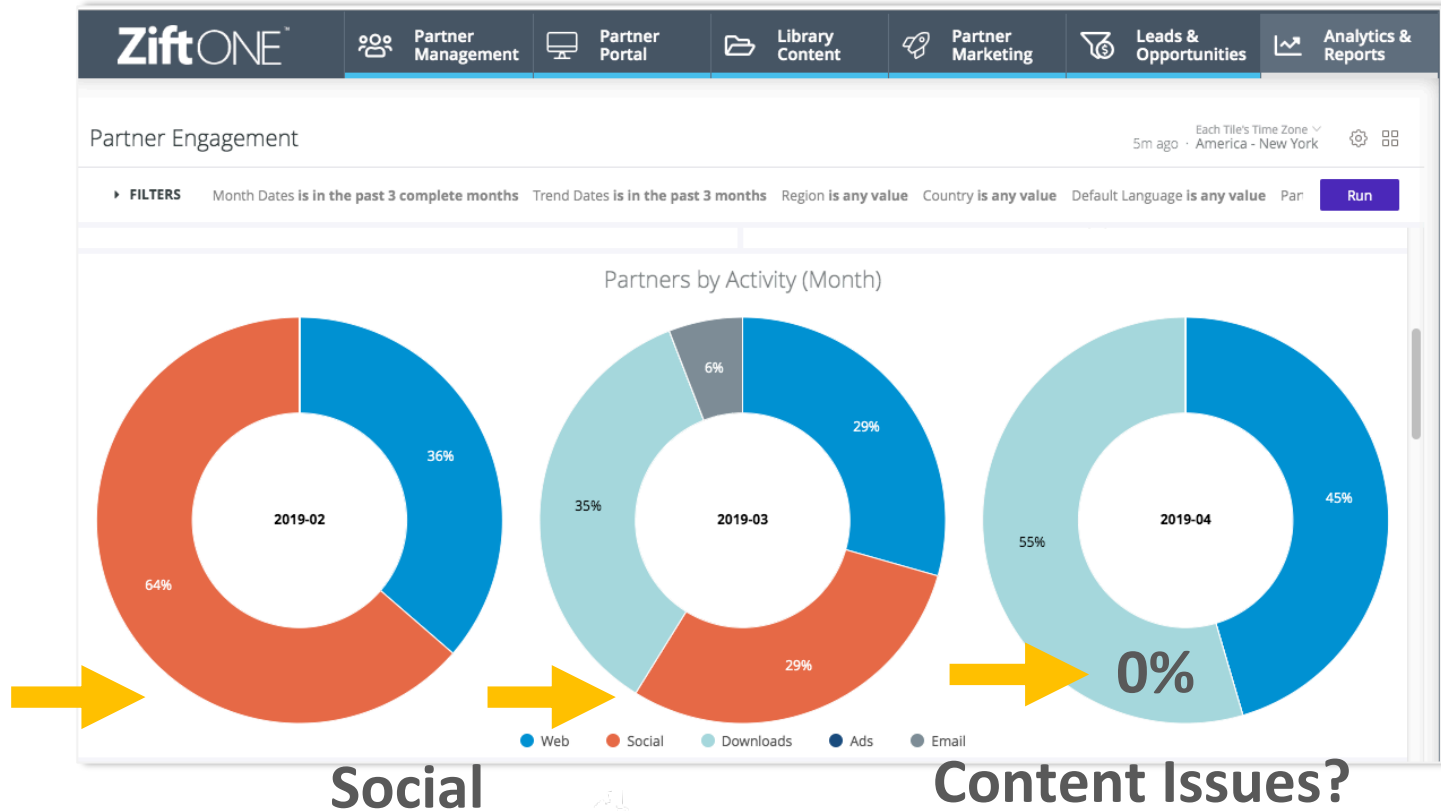


# Gaining Insights into the Partners First 90 Days

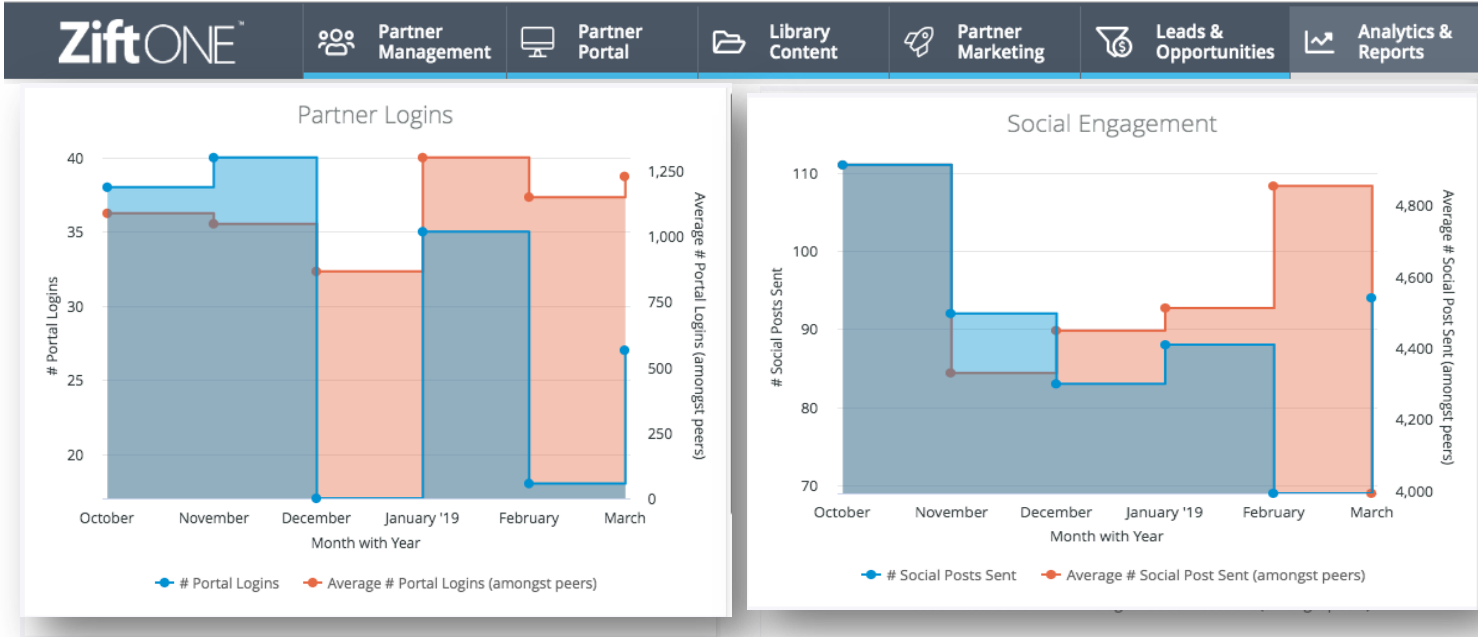




# Spotting Trends & Gaps in Execution



# Leveraging Integrated Peer Benchmarks



Partner Management Benchmarks

Partner Marketing Benchmarks

# Using Leading & Lagging Indicators

\$\$



# Sage Channel Marketing

*Kerstin Demko*



## Kerstin Demko

### About Kerstin



Kerstin Demko serves as the North America Director of Partner Marketing for Sage. With Sage for five years, she is responsible for driving innovation, demand generation, and setting strategic direction to enable partner success. Kerstin is recognized as an industry leader and was recently honored by The Channel Company as a 2018 & 2019 Women of the Channel for her commitment to partner success.

# Sage by numbers



## Market

Global company with over

**13,000**

colleagues

- **Market leader** in Canada, UK, Ireland, Spain, France, Spain, Switzerland, Poland and Africa
- **Strong presence** in North America, Germany, Asia and Brazil
- Presence in **23 countries**

## Financials

Organic revenue of

**\$1.17m**

H1 FY18

- Sage Business Cloud **growth of 57%**
- **24.5%** operating margin
- Market cap of **c. £7bn**

## Customers

Over

**3 million**

Business customers worldwide

- Ecosystem of over **40,000 partners**
- Over **28 million** people worldwide (1 in 3 UK) paid by Sage Payroll
- Move **\$4.2 trillion annually** through Sage software

\*Data for interim financial results for 2018 ending 31 March 2018

# Partners powering the Sage ecosystem

# +40,000

partners within **4 channels**



Strategic alliances



Accountants



Value Added  
Resellers (VARs)



ISVs

sage

***Change*** is about action

---

***Transformation*** is about cultivating belief

***Sage is committed to the helping the channel change and transform their business to cloud***



# Digital Transformation



## *Cloud is requiring partners to change their business*

- 47% have over 10% sales from IP
- 71% likely to increase investment in in-house IP

## *Channel partners aren't adopting cloud fast enough*

- 20% of partners said they have 26-50% of revenue from cloud
- 80% likely to increase investment in cloud solutions

## *Progressive Partners are doing different things*

- 8% have sales from new activities like
  - Demand Generation
  - SEO
  - Direct Account Based Marketing
  - Productize services and IP and bundled solutions

## Sage Situation

*Sage partners are expected to sell existing products and embrace the Sage Business Cloud, however, two things need to happen.*

*Partners need to:*

- 1 *Learn to market and sell solutions*
- 2 *Transform their business to the cloud*

# Collect the Data – Understand what Partners Need

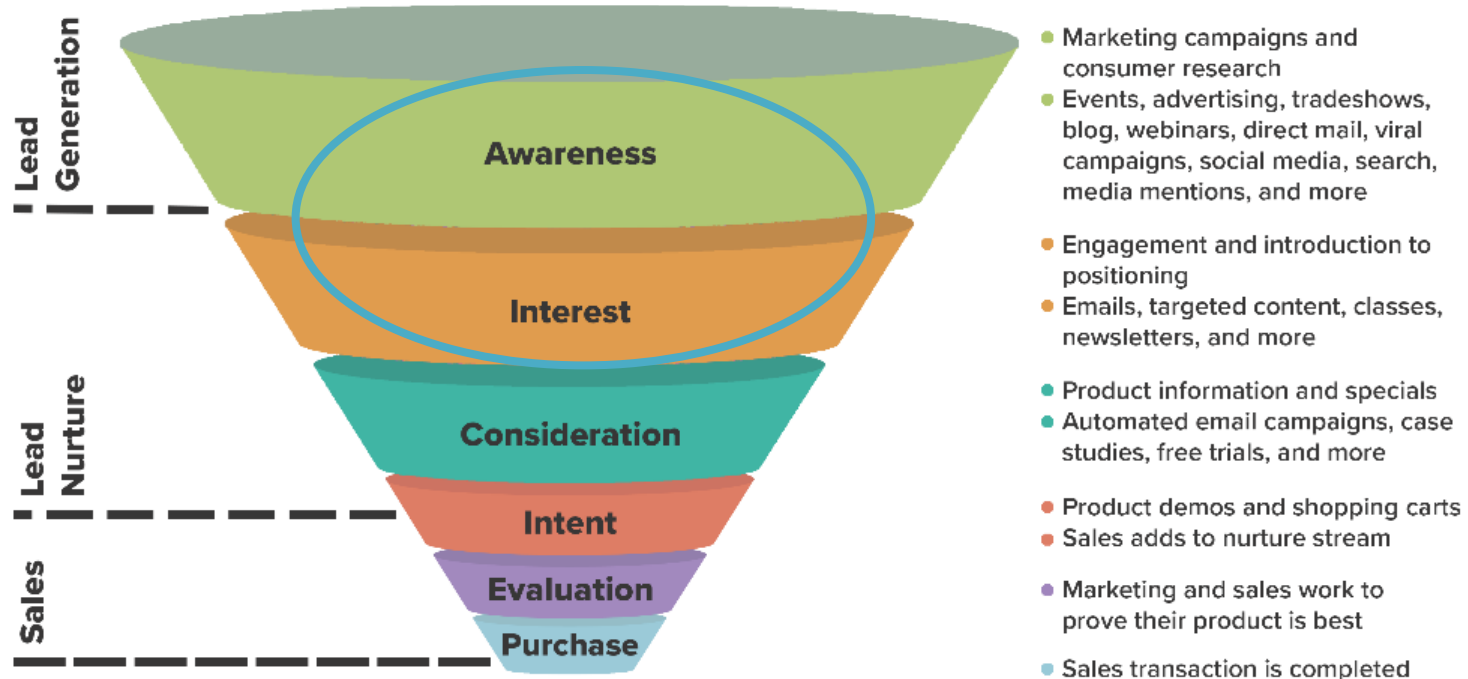
Most channel partners, with the exception of the largest, have a limited digital presence and limited marketing expertise. This is due to:



Sage must bridge the gap with programs to increase partner investment in marketing and ability to run effective and efficient digital marketing campaigns and evolve their business models

# Educate Your Channel @ Marketing

## The Buyer's Journey / Marketing Funnel



# Build a Program Partners Can Really Use



**Pre-Packaged Marketing Plays**

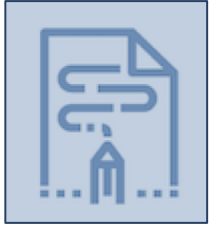


**Campaign Marketplace**

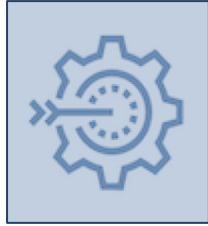


**Sage-Sponsored Concierge Service**

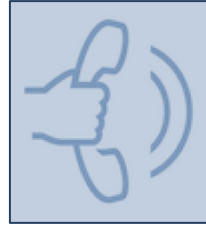
# Pre-packaged Marketing Plays



***Content Creation***



***Data Services***



***Telemarketing***



***Email***



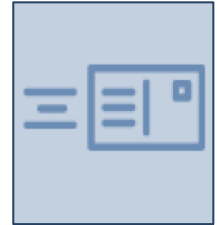
***Event Support***



***Digital Advertising***



***Social Media***



***Direct Media***

***Build Your Own Campaigns***

# Campaign Marketplace

## Email Campaign - Build & Send

Continue (1 selected)

### Effective Dates

Oct 31, 2018 - Oct 30, 2019

Drive demand for your solution by delivering timely messages designed to engage your prospects and customers and move them along in the buyer's journey. Our campaign specialists will create a 3- or 6-step email communications for you and then send it out on your behalf through Zift. A simple landing page is included with either size campaign.

3 step email campaign (build only) - creation of 3 emails around a campaign theme of your choice. Includes: campaign definition, customization of base email template, campaign execution, and landing page

3 step email campaign (build & send) - creation and execution of 3 emails around a campaign theme of your choice. Includes: campaign definition, customization of base email template, campaign execution, landing page, reporting and lead delivery.

6 step email campaign (build only) - creation of 6 emails around a campaign theme of your choice. Includes: campaign definition, customization of base email template, campaign execution, and landing page.

6 step email campaign (build & send) - creation and execution of 6 emails around a campaign theme of your choice. Includes: campaign definition, customization of base email template, campaign execution, landing page, reporting and lead delivery.

All tactics are selected by default.  
Select or deselect to customize your campaign then click Continue.

**Select all | Select none**

### Custom Activities



#### Email Campaign - Build & Send

OTHER

- ☒ **3-Step email campaign (build)**  
Estimated Completion: 30 days  
**Cost:**
- ☐ **3-Step email campaign (build & send)**  
Estimated Completion: 30 days  
**Cost:**
- ☐ **6-Step email campaign (build)**  
Estimated Completion: 45 days  
**Cost:**
- ☐ **6-Step email campaign (build & send)**  
Estimated Completion: 45 days  
**Cost:**

[More Details](#)

## Collateral for the Buyer's Journey

### BUYER'S JOURNEY



### Content Marketing & Sales Enablement Strategy





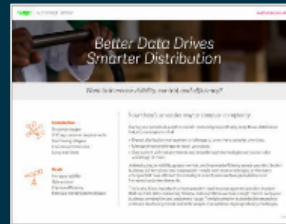
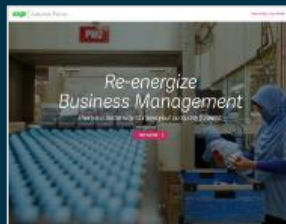
# Examples of Pre-packaged Marketing Plays



## Top of Funnel Landing Pages



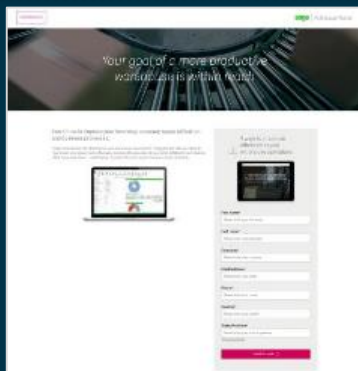
## Top of Funnel Content (eBooks & Articles)



## Social Posts & Banner Ads



## Nurture Emails & Landing Pages



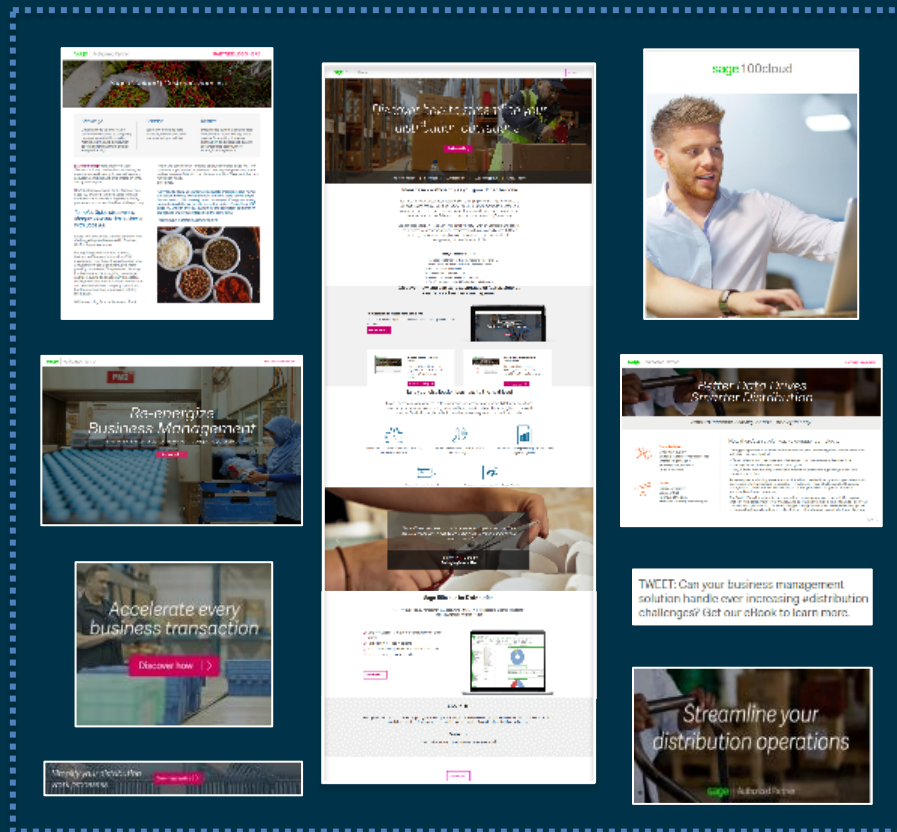
## Nurture Content (Guides & Checklists)



# Distribution Awareness Play

Top of funnel play includes:

- Content assets
  - Case Study: Achieve spicier business results
  - Guide: Better data drives smarter distribution
  - eBook: Re-energize business management
  - Product Brochure: 100cloud
- 1 vertical landing page
- 3 types of drivers
  - 3 social posts
  - 1 display banner (multiple sizes)
  - 1 retargeting banner (multiple sizes)

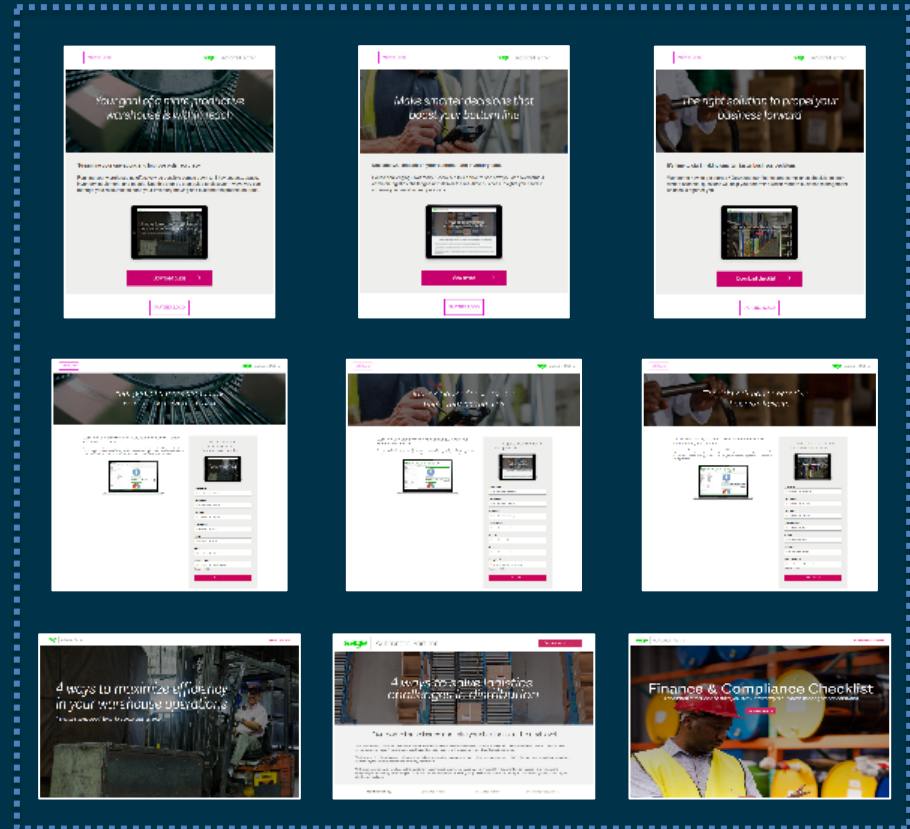


# Distribution Nurture Play



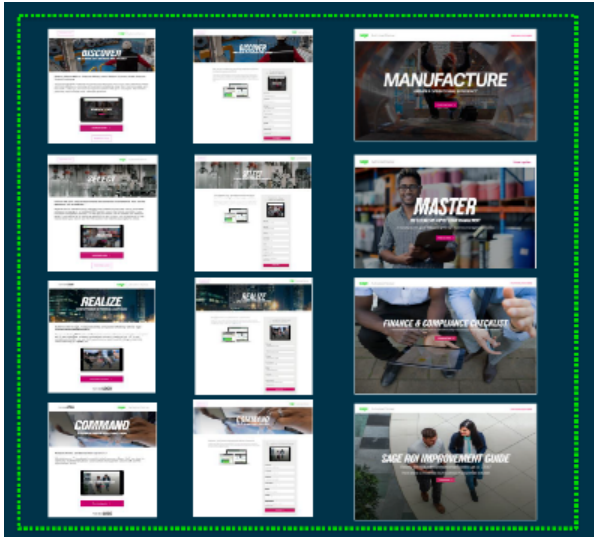
3-Step email play includes:

- Email series
  - Your goal of a more productive warehouse is in reach
  - Make smarter decisions that boost your bottom line
  - The right solution to propel your business forward
- 3 landing & confirmation pages
- 3 content assets
  - Guide: 4 ways to maximize efficiency in your warehouse operations
  - Article: 4 ways to solve logistics challenges
  - Checklist: Finance and compliance



# What's New on the Sage Partner Marketing Platform

## Sage Business Cloud Manufacturing Campaign



## Sage Business Cloud Distribution Campaign



## Painless Migrating from Excel to Estimating



PARTNER**LOGO**

sage | Authorized Partner

Estimating with Excel? That creates a problem -  
and it could be you

Dear (FirstName),

PARTNER**LOGO**

sage | Authorized Partner

Estimating with Excel?  
Your process is snowed in

PARTNER**LOGO**

sage | Authorized Partner


Estimating with Excel? There's just one small  
problem.

Includes both New Customer Acquisition Awareness and  
Lead Nurture campaign tracks

## Sage 100cloud Manufacturing & Distribution Awareness Campaigns

Sage 100cloud Manufacturing Awareness Campaign

[View Existing Activation >](#)



Showcase your Manufacturing expertise and give prospects the ability to engage with you digitally before they realize they need a new business management solution or want to talk with a sales person.


[Details >](#)

Includes:

- Prospect
- Sage 100cloud
- ERP
- English
- New License
- Sage Partner Marketing

Sage 100cloud Distribution Awareness Campaign

[View Existing Activation >](#)



Showcase your Distribution expertise and give prospects the ability to engage with you digitally before they realize they need a new business management solution or want to talk with a sales person.

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Includes:

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## Sage 100cloud Manufacturing & Distribution Nurture Campaigns

Sage 100cloud Manufacturing Nurture

[View Existing Activation >](#)



A series of 3 emails designed to help you educate and nurture your Manufacturing contacts on the reasons why they need and would benefit from a new business management solution.


[Details >](#)

Includes:

- Prospect
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- English
- ERP
- Thought Leadership
- Sage Partner Marketing

Sage 100cloud Distribution Nurture

[View Existing Activation >](#)



A series of 3 emails designed to help you educate and nurture your Distribution contacts on the reasons why they need and would benefit from a new business management solution.

[Details >](#)


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## Sage 300cloud Manufacturing & Distribution Awareness Campaigns

Sage 300cloud Manufacturing Awareness Campaign

[View Existing Activation >](#)



Showcase your Manufacturing expertise and give prospects the ability to engage with you digitally before they realize they need a new business management solution or want to talk with a sales person.


[Details >](#)

Includes:

- Prospect
- Sage 300cloud
- ERP
- English
- New License
- Sage Partner Marketing

Sage 300cloud Distribution Awareness Campaign

[View Existing Activation >](#)



Showcase your Distribution expertise and give prospects the ability to engage with you digitally before they realize they need a new business management solution or want to talk with a sales person.

[Details >](#)

Includes:

- Prospect
- Sage 300cloud
- English
- ERP
- New License
- Sage Partner Marketing

## Track Program Results

**52** *Prepackaged  
activations*

**7** *Marketplace  
activations*

**66** *Concierge  
activations*

**2271** *SQLs  
in Zift*

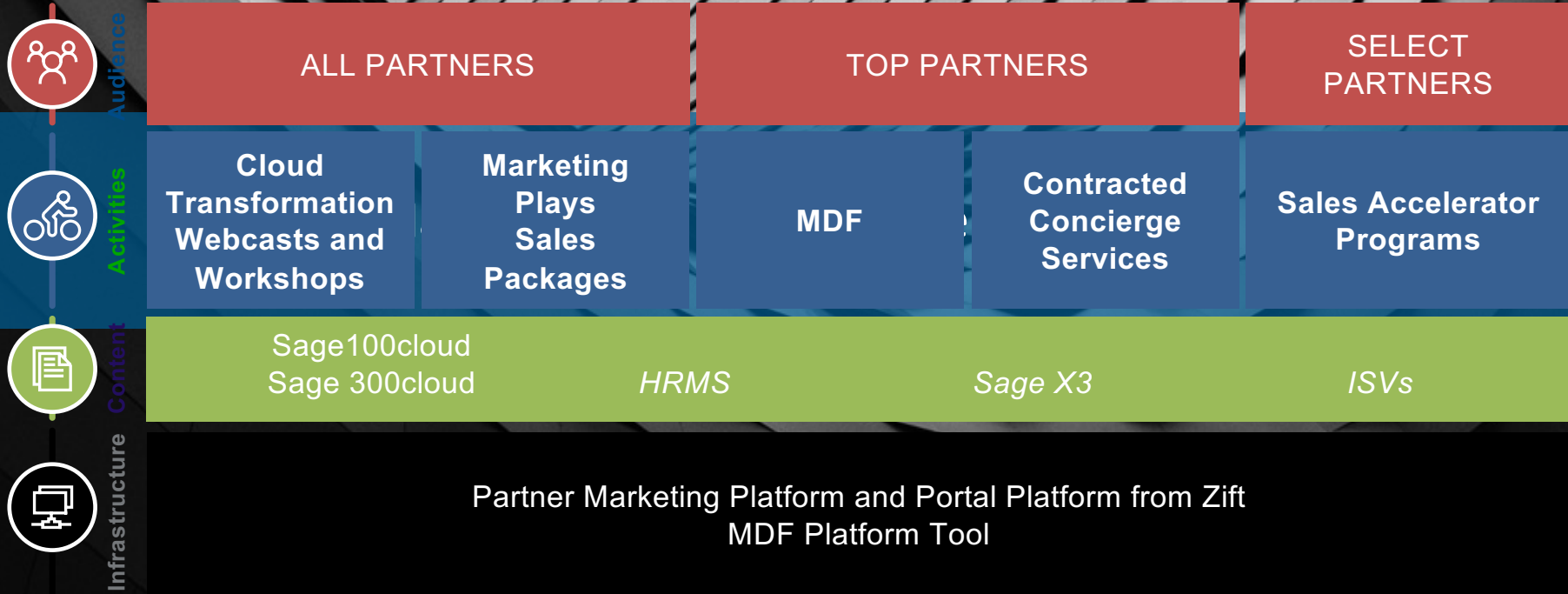
**1563** *Social  
Posts*

**4689** *Showcase  
Views*

**2** *Deals  
closed*



## Partnering through the journey



sage

***Change*** is about action

---

***Transformation*** is about cultivating belief

***Sage is committed to the helping the channel change and transform their business to cloud***



A black and white photograph of three small seedlings with two leaves each, growing in dark, conical peat pots. The pots are arranged in a row on a light-colored wooden stand. A large, semi-transparent yellow rectangle is overlaid on the center of the image, containing the text 'Key Takeaways' in white.

## Key Takeaways

# Key Takeaways



1

Develop both high- and low-touch programs for different partner type

2


Leverage data to identify partner & target customer propensity




3

Help partners drive leads with net new & existing buyers

4



Provide integrated marketing programs that leverage both inbound & outbound



# Q&A / Speakers



Laz Gonzalez  
Zift Solutions



Kerstin Demko  
Sage



Terry Moffatt  
Channel Marketer Report

# Register for more sessions now thru August 28th!

Join Our Next Session:

Boost Partner Program Performance With Superior Channel Data Management

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August 27<sup>th</sup>

2:00 PM ET