

Infrastructure products & solutions



Client's Goal

To position its range of products with and through Channel Partner community, increase revenues and visibility through the channel network and enhance partner loyalty



Background

Over the years, the Global Technology leader has achieved a niche through Channel Marketing. It deploys Channel Marketing funds to various business partners to promote sale of its hardware & software products and solutions. Each business partner receives a certain amount of co-marketing funds from the Technology leader to deploy their quarterly marketing strategies to- achieve the forecasted revenue pipelines.



The challenges

1. Keeping up with the competition which was already armed with the latest digital marketing portfolio

2. Gaining new strategic accounts and entering in whitespaces was also an add-on pressure for the sales team



Solution – The Eagle’s Eye-view

With analysis of several weeks, TSL was able to tap into more than 80% of the Channel Partners to help promote the Technology leader funding.

Each Channel Partner was provided with a concise and time-bound Digital Marketing portfolio. This meant no additional training for the sales team.



Why TSL?

- » Structured Digital Marketing processes
- » Planned understanding of Buyer Persona & their journey in the Buying Cycle
- » Ability to understand the product/service/solution
- » Technology expertise
- » Design capacity and skills
- » Minimized risk

What were TSL's Digital Marketing solutions?

Product Understanding:

- Analyze product & solution sales plays
- Mapping with partner's core-competency and creating customized digital marketing strategy

Design and Web Development:

- Product messaging and collaterals EDM white papers
- Created customized microsites for capturing interests and enquiries
- Search Engine Optimization (SEO) on page off page for websites/microsites

Social Media Marketing:

- Awareness and visibility over Social Media - LinkedIn, Slideshare, Youtube-by channel Partner
- LinkedIn: Focused audience connect, engagement activities, group discussions, sponsored posts (planned)

Content Marketing EDM:

- Design and created case studies for Channel Partner
- Extensive Emailer/EDM blasts (outreach) into 10,000+ decision making contacts across India
- Tracked, traced and nurtured inbound responders and interests
- Converted responders into qualified leads
- Event awareness and audience drive via marketing automation tool



Outcome

- Channel partner satisfaction with Digital Marketing support to enhance their sales pipeline, especially to suit their eco-system
- Visible differentiation for the Channel Partner vis-à-vis competition network
- Inbound responders: 3%-5% genuine interests and responses
- Qualified leads: approx. 15% across digital marketing platforms
- Brand awareness and positioning in the targeted market on an ongoing basis for over 2 years
- 300+ relevant decision makers attended focused events and enabled conversion over the past 6 months
- Nurtured digital led inbound responses and converted to qualified leads
- 75+ creative pieces designed and developed
- 10,000 EDM Emailer outreach

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