

TOP 6 CHALLENGES FACING CHANNEL PARTNERS

START

Put yourself in your partners' shoes.

What are the main stumbling blocks they face when running a marketing campaign?

Lack of time, resources, and often, no dedicated marketing department

43% of partners rely solely on the vendor to deliver leads.



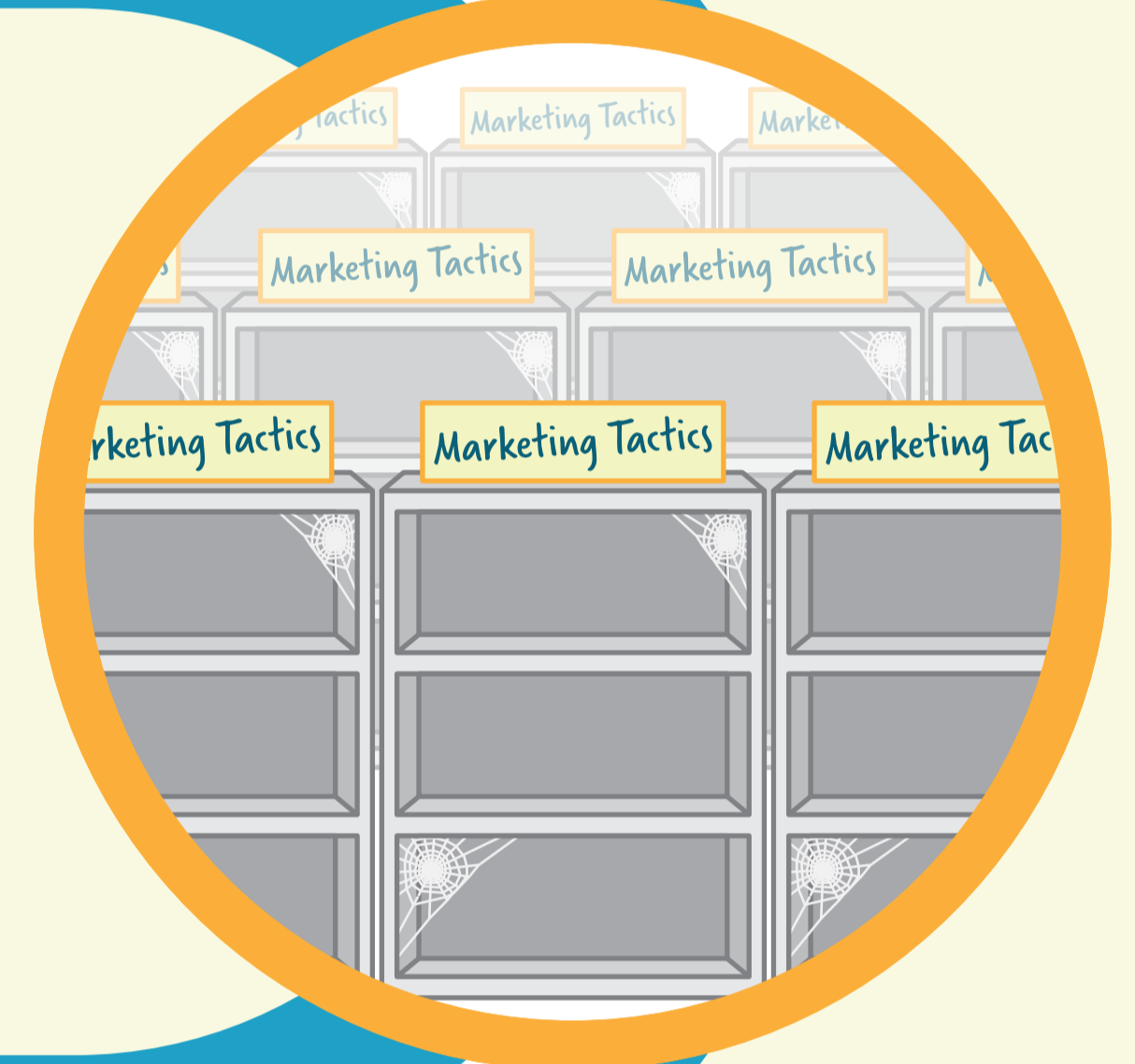
Lack of user-friendly marketing tool and platforms

53% of partners consider simplicity as one of the top deciding factors to run a co-branded vendor marketing campaign



Access to limited types of marketing programs and tactics

87% of partners prefer an integrated multi-touch nurture campaign



Not having what they need, for their own education as well as sales collateral to drive new business

74% of partners require more sales tools to help them close deals



Difficulty in creating compelling content and marketing assets to sell solutions

66% of partners want outside expertise to generate content for different stages of the buying lifecycle



Vendors marketing plans and tactics are not localized for international markets

92% of partners want outside expertise to generate content for different stages of the buying lifecycle



FINISH

Imagine how much easier it would be to concentrate on achieving leads and sales if these time and energy-sapping problems disappeared.

Your partners' sales figures could skyrocket!

