



GUIDE

The Power of Next Generation TCMA: Nurture + Lead Gen



How to Capture New Leads for Partners with Next Generation TCMA

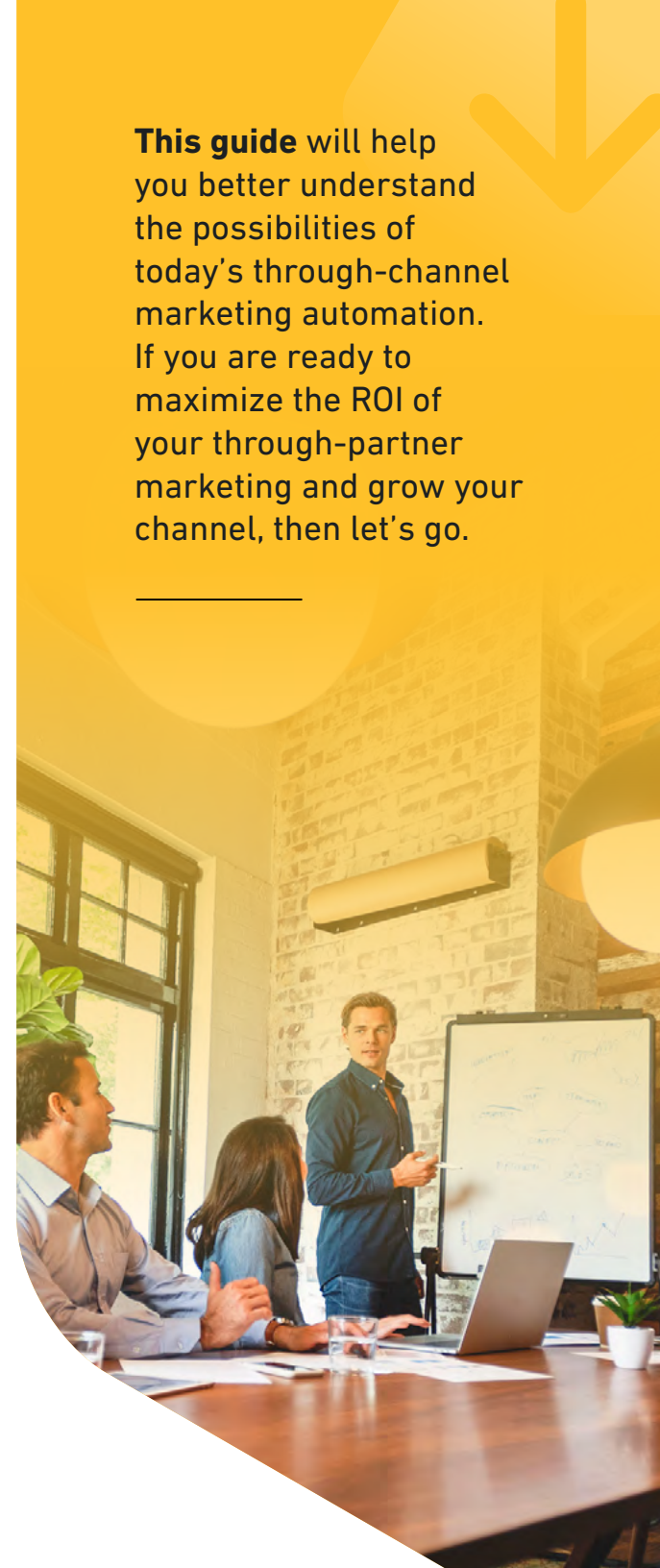
It's no secret that the ability to market through partners is a core component of channel strategy. When done well, through channel marketing automation (TCMA) can accelerate indirect sales and exponentially grow the channel. Unfortunately, few organizations do it well. Some haven't even started.

Case in point, according to Forrester, only 50% of tech brands have implemented traditional, organic TCMA. And of that 50%, only 17% are fully satisfied that they're getting the most from their systems. When combined with the fact that resellers use less than 10% of their market development funds (MDF) for digital marketing (email campaigns, webinars, digital ads, etc.) it begs the question, why?

Historically, there's been the perception that through-partner-marketing is complex and time consuming. And for many years that assumption was spot on. Making matters worse, many of the available tools also lacked dependable lead attribution (and ROI measurement), resulting in low adoption rates. Then came traditional TCMA solutions with automation that promised to increase brand awareness and lead generation. While possible to an extent, traditional TCMA solutions serve a far better purpose to nurture leads than to attract and capture leads. Which has led to the next phase of through-channel marketing. An advanced approach that solves all parts of the partner funnel.

 IMPARTNER	VS Traditional TCMA Suppliers
Traditional Organic TCMA + Paid Media TCMA      Google Ads 	Organic ONLY Distribution    
 ✓ Generates High-Quality Leads, Faster ✓ Increases Pipeline, Performance, and Deals 	 ✗ Slow Lead Generation ✗ Poor Pipeline and Performance 

This guide will help you better understand the possibilities of today's through-channel marketing automation. If you are ready to maximize the ROI of your through-partner marketing and grow your channel, then let's go.



The Nine Elements of Next Gen Through-Channel Marketing

Today's partner ecosystems need personalized content, automated campaigns, and more importantly, a way to reach prospects outside of their existing funnel within one digital experience. They need to be able to easily push out content across email and social. And they need to be brought into the digital world of search engine marketing (SEM) to fuel their pipeline on a local level from high-intent prospects.

Broken down into 9 crucial elements, the foundation of next gen TCMA includes:



Showcase Syndication

You should be able to manage one dynamic microsite (a Showcase) for your business, complete with lead generation, that your partners can syndicate on their domain or use as campaign landing pages. Each lead captured should automatically be routed directly to the right partner within a Lead Management dashboard.



Email Campaigns

It should be easy for you to set up ready-to-use email campaigns tied directly to relevant, syndicated landing pages. Campaigns should automatically be co-branded for each partner while protecting your branding, making execution quick and simple.



Content Center

You should have full digital asset management embedded into your marketing portal so you can easily distribute segmented content to your partners. This will help your sales teams increase their conversion rate offline by constantly providing them with updated tools, content, and collateral.



Training and Certification

The ability to introduce your partners to your solutions and content should come standard out-of-the-box. And you should be able to configure this feature easily so you can make additional training and certification paths as needed.



Journey Orchestration

You need configurable and trackable journeys that will guide your partners through the onboarding experience to get them up and running as quickly and easily as possible. That means delivering short checklists of items that you and partners can follow to maximize lead generation.



Social Syndication

It should be simple to drive traffic to your Showcase microsite with fully automated social messages that get posted on your partners' social accounts. That process should be automated to direct each call to action to the relevant Showcase page that belongs to the partner whose post generated the demand.



Channel Intel Reports

You know the golden marketing rule: tracking, analyzing, and optimizing. Reporting should give you views of every key metric you can imagine with out-of-the-box dashboards.



Paid Media Ads for New Lead Generation

You should be able to deliver fully automated, co-branded digital media ads with your partners and make it scalable...more on this below.



Lead Management

Lead management should be fully integrated to give your partners the ability to manage all the leads generated via your partner portal, which optimizes lead conversion by empowering your partners to track and convert leads into sales.



All Partners, One Platform, Unlimited Growth

Insanely Powerful Partner Lead Generation



Now that you better understand what a next gen TCMA solution should include, let's talk more about what Impartner delivers. Great partner ecosystems use a powerful PRM as their core, and layer on additional functionality to enable growth and scalability. Impartner PRM is that best-of-breed solution designed to optimize your channel and build amazing partner journeys. Out of the box (or should we say out of the SaaS box) it includes an insane amount of functionality across partner recruitment and onboarding, lead management, training and certification, journey building and much more. You can then layer on other channel services to take the program to the next level, like next gen TCMA that includes Google Ads for the Channel.

Impartner TCMA Demand Generation Center allows you to remove the barriers of adoption to amplify and promote your marketing messages through partners. It's more automated and scalable than ever before, meaning you can do more of the work for partners. And it goes well beyond just email and social content. It allows you to get leads directly to partners, ensures brand compliance, creates customized experiences for partners and their customers, provides lead attribution and much more. And now the best part – Impartner delivers that next gen TCMA with the added power of paid media.

Paid media focuses on getting new lead generation details into the pipeline through precise targeting to an intent-driven audience. When traditional and paid media TCMA are combined, you get the best of both worlds – new reach and nurture – it's truly the next generation of TCMA.

Internet search is used by a whopping 75% of customers when researching what to buy (and is the #1 research tool used). And 46% of all searches on Google are seeking out local information. This means having the right information available at the right place at the right time, is crucial for your partners.

To address this opportunity, Impartner launched **Google Ads for the Channel**, which is the first AdTech platform for the Channel. It allows you to drive partners' Google Ads campaigns for new lead generation. Traditionally, this has been a time consuming and difficult process. But with Impartner, you can create and manage hundreds to thousands of individual partner Google Ads campaigns at the same time – without any effort required from the partner, no time-consuming discussions with local agencies, and full automation for maximum scalability.

Sounds unbelievably simple, right? It is.

It's also about automation

TCMA tools should make it easier for you to work with partners. That means automating tasks and management, making everything scalable, and doing it all from a single demand generation center. Why? Because automation enables scalability without the reliance on additional headcount.

What About Unused MDF? Finally, a Solution.

When used well, Marketing Development Funds (MDF) can help drive significant growth from partners. Unfortunately, most companies waste valuable resources handling submissions, approvals, routing, signing, payments, and budgeting, as well as managing and accessing MDF partner performance. You've probably heard the "70% of MDF is never used" statistic that's been in the market for ages – or maybe you've actually experienced it. It's driven in part by the difficulty in managing current solutions, most of which require tapping into another payment solution.

But you should be using MDF to enable your partners to reach high-intent prospects! And if you have unused MDF, you should consider using it for paid media, like Google Ads. It's the most cost-effective way to help your partners reach local prospects that are ready to buy. Imagine how simple it could be to financially manage paid campaigns when MDF is built directly into your PRM!

Impartner allows you to align your MDF offerings through your partner portal. You get a sleek drag-and-drop form management tool, elegant program interface, instant access to relevant partner data, robust budget management capabilities, and seamless payment solutions. Your partners will love the intuitive fund request and claim process and a clear picture of the total budget available to them so that no funds and related opportunities get left on the table.

No spreadsheets, no third-party integrations, and no extra work. Just higher ROI, more engaged partners, time-saving automated processes, and greater clarity around channel effectiveness.

Struggling with unused MDF and evaluating new MDF solutions. **Here are some key questions you should be asking:**

● Can partners apply for funds through my partner portal directly?	● Can I view all tasks associated with MDF and Co-Op fund in one location?
● Can I immediately notify partners of new opportunities?	● Can I manage, analyze, and optimize my budgets?
● Can partners upload invoices and proof of performance directly into the portal?	● Can I fulfill approved MDF claims without a third-party system?
● Can I automate payment notifications to partners and my internal team?	● Can partners use MDF to run fully automated paid search campaigns?

If you answered **no** to any of these questions, it's time to learn more about **Impartner's MDF solution**

A Google Ads for the Channel Success Story...Worth Copying

As they say, “the proof is in the pudding.” Let’s look at how Xerox managed to develop, launch, and manage a global digital channel marketing program that drove record success using Impartner’s next gen TCMA and Google Ads for the Channel.

The Goal

Xerox wanted to enhance new partner prospect engagement via digital avenues. With ‘search’ being the top digital source for new sales, they knew Google Ads was vital. The challenge they faced: getting all their channel partners engaged and enabling them to be digitally present where today’s buyer is buying. They wanted to raise awareness of the Xerox brand and offerings with the lucrative SMB market, which is under-penetrated. On top of that, they wanted to be a lead generation vehicle for their partners, enabling them – with no efforts, at no cost – to receive leads (a critical cornerstone of the Xerox value proposition).

The Solution

By implementing **Impartner’s Google Ads** for the Channel solution, Xerox was able to centrally create and implement local Google Ads campaigns for all their channel partners – and optimize them at scale. This eliminated the need to manually build, manage, and optimize ad campaigns for each partner individually, as the solution automates the process.

The Process

It really is simple. Channel partners subscribe to the platform. Xerox provides and controls the content on the landing page (automatically co-branding them with reseller information) through the platform. Xerox then creates a campaign and selects participating partners. The solution automatically creates accounts and co-branded campaigns for each partner via API. Partners embed a script for the landing page on their website. The campaign is activated. Xerox can then use reporting features to analyze and optimize performance moving forward.

The Result

Xerox started with just 11 partners in a pilot program. Today, they offer this select program to a group of 100 premier partners.



What Are You Waiting For?

Marketing through the channel has changed dramatically over the last five years. As partner ecosystems have expanded, so have the expectations around support and the journey vendors provide. Impartner has been the leader in this space, innovating to ensure vendors and their partners can go beyond simply nurturing leads to driving net new leads into the indirect sales cycle.

But details matter. Which is why Impartner has invested heavily in automation technology to simplify processes and drive scalability. Our customers experience completely centralized next gen TCMA that encompasses end-to-end functionality. From onboarding workflows, pipeline management and asset libraries to email campaigns, paid media and social syndication. It's like we thought about every partner touchpoint... because we did. Further, Impartner is built to add value within your technology infrastructure, providing integration to leading CRMs like Salesforce, Hubspot, Microsoft Dynamics 365, Zoho and more.

If you are ready to join leading companies like Honeywell, Qualtrics, Ingersoll Rand and thousands more, Impartner has the right package for you.

Get a demo or learn more today by clicking [here](#)



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