

# Digital Partners



Providing digital marketing support for leading technology vendors and their partners.

**Just 15% of partners engage with vendor marketing programmes. Many channel partners simply don't have the resources, time, or marketing capabilities to deliver effective campaigns. Even partners with an in-house marketing team can be easily overwhelmed, looking to vendors for help with spending marketing funds, generating leads and ROI.**

## How bChannels helps

We are experienced in providing digital marketing support for leading technology vendors including Cisco, Veritas, SAP, Xerox and Unify. We provide multi-lingual support in over 18-languages from our centres of excellence in EMEA, Americas and APAC.

Our relationships put us in contact with hundreds of partners and distributors globally every week so we understand their digital marketing challenges. We are therefore perfectly positioned to help you grow your business by navigating your partners to marketing success.

## Funding

Many of our services can be funded using MDF/BDF. This supports our clients to maximise partner funds, activate more partner lead generation, and minimise the impact on already tight vendor marketing budgets.

## Use Cases

### Lead Generation and ROI

Looking within your current partner base, you will be able to identify those partners that are already digitally capable. These partners are ready to incorporate and amplify your brand, and can be targeted immediately with packaged marketing content and trackable lead generation tactics that are quick and simply to deploy.

## Digital Partners provides:

- ✓ A holistic approach to understanding your partners' digital marketing capabilities – using Intelligent Index.
- ✓ A marketing alliance between you and your partners – ensuring great ideas don't get left on the table.
- ✓ Advice for partners on the key areas of their website to increase traffic and brand awareness.
- ✓ A means to educate and enable partners on the importance of digital marketing.
- ✓ Packaged marketing tactics and strategies that will generate the best ROI.
- ✓ A way to evaluate the effectiveness of your own marketing campaigns, and optimise them for partners.
- ✓ An effective way to show partners the benefits of investing MDF or their own funds into digital marketing campaigns.
- ✓ A combination of traditional and digital techniques including setting up social media campaigns and keyword selection.
- ✓ A way to transform your partners into business engines with the right combination of tools, methodology, process and follow-up.

### MDF Funding Usage

If you are looking to drive up usage of marketing funds, we'll support your partners. With outbound proactive support to help partners enable and plan their marketing, you will see an increase in both the usage of funds for campaigns and insights into the ROI from those activities.

**Get a free consultation.**

Contact: [www.bchannels.com/about/contact-us](http://www.bchannels.com/about/contact-us)



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*“bChannels always provides good advice, a great professional partnership supporting and motivating us to maximise our brand.”*

French MSP

## Case study: Xerox

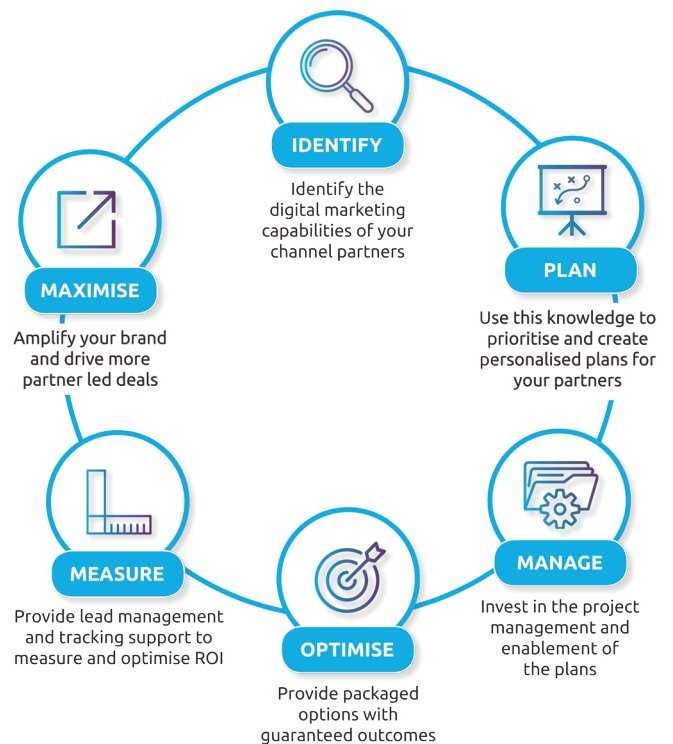
Supported by bChannels, Xerox provides the Marketing as a Service (MaaS) program as part of their commitment to helping partners with digital transformation. Xerox relies on bChannels as partner digital marketing experts. We work side-by-side with the top 40+ partners across the major markets in Europe.

## What you get

We work with you to understand your partners and their marketing capability, create the digital marketing journeys that your partners can own, and we advise them on how to move forward with it. As a result, you get a structured and scalable way to transform your partners' digital presence. This enables you to make the most of marketing funds and generate more leads. Put simply, we help you to unleash the power of digital marketing across your partner base.

## Digital Partners framework

Our proven framework maximises the impact of your partner marketing by reducing admin, increasing speed to ROI and improving the partner experience.



## Our Channel Services

bChannels offers a range of products that address your channel needs for insights, partner segmentation and recruiting, partner marketing, and partner relationship management support. Take an individual product, or combine them into an end-to-end solution.

## Intelligent Index

Enriched channel-specific data is a key part of the Digital Partner proposition – defining the real capabilities of partners. Intelligent Index combines data, artificial intelligence, and expert insights to put the capabilities of partners into context so you know exactly who you need to work with for the most profitable outcomes.



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empowering partnerships  
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