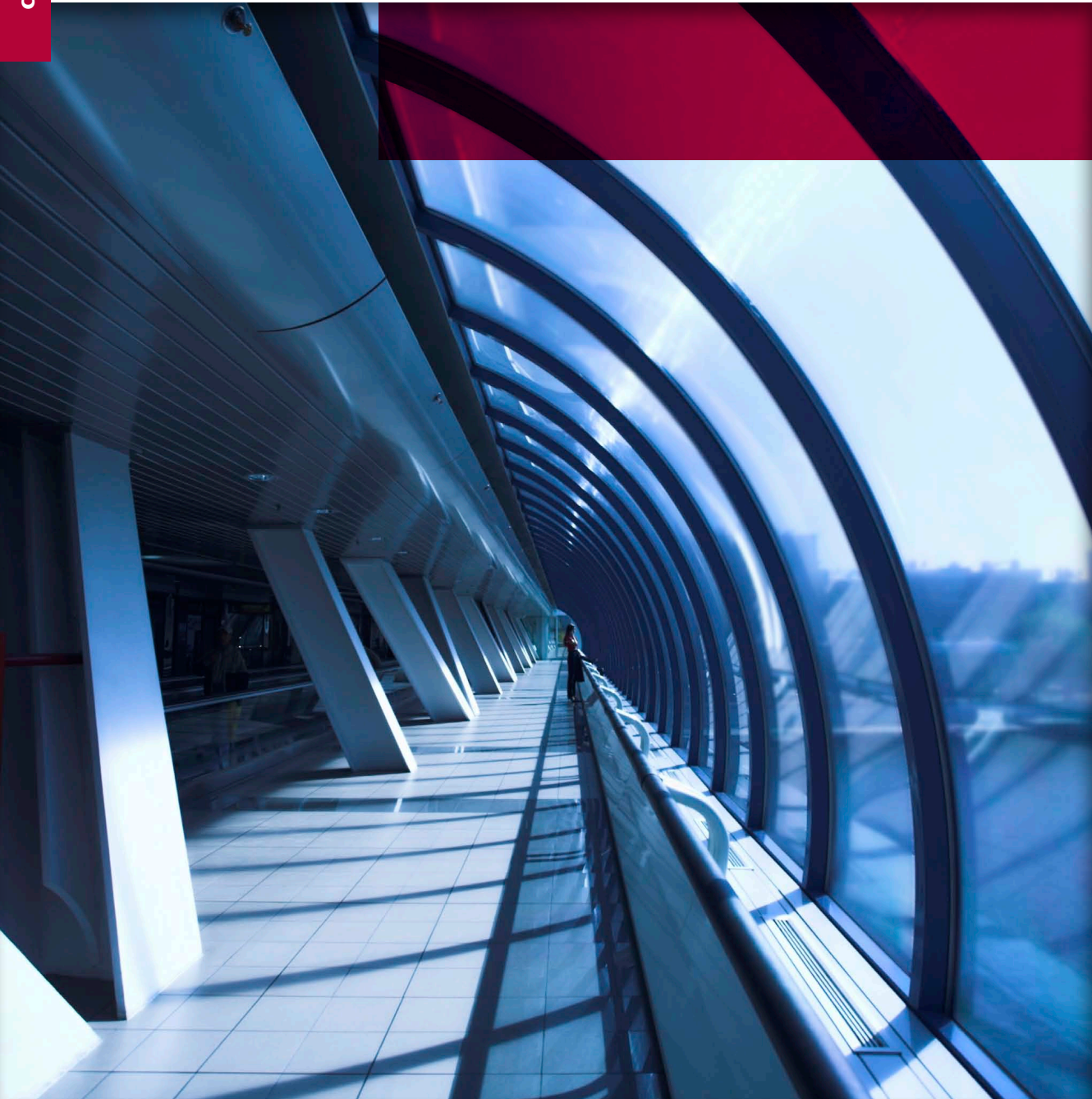


# channel marketing strategy



research  
strategy  
communications

## Challenges

Minimal channel sales uplift coupled with a reduction in partner commitment triggered this client to seek a more effective channel strategy. The company needed to offset escalating operational costs and reverse eroding price points/margins of solutions.



## Challenges

Minimal channel sales uplift

Reduced partner commitment

Escalating operational costs

Eroding price points/margins

## Solution

We first segmented our client's channel partner base according to profitability metrics, partner business model, customer base, and skill set specialization. We gauged primary channel program metrics for importance and value via primary research and prepared a competitive SWOT analysis identifying strengths, weaknesses, opportunities, and threats. This enabled our team to map over/underachievement gaps among top competitors, assess end user satisfaction with partner fulfillment against their requirements, and isolate any needs not currently being met.

Our team then applied profitability segmentation and program component priorities to restructure partner tiering into 4 groups defined by their specialization, resource allocation and commitment. Drawing from an analysis of the research results, we formulated a new strategy focused on increasing profitability, partner value and end user satisfaction.

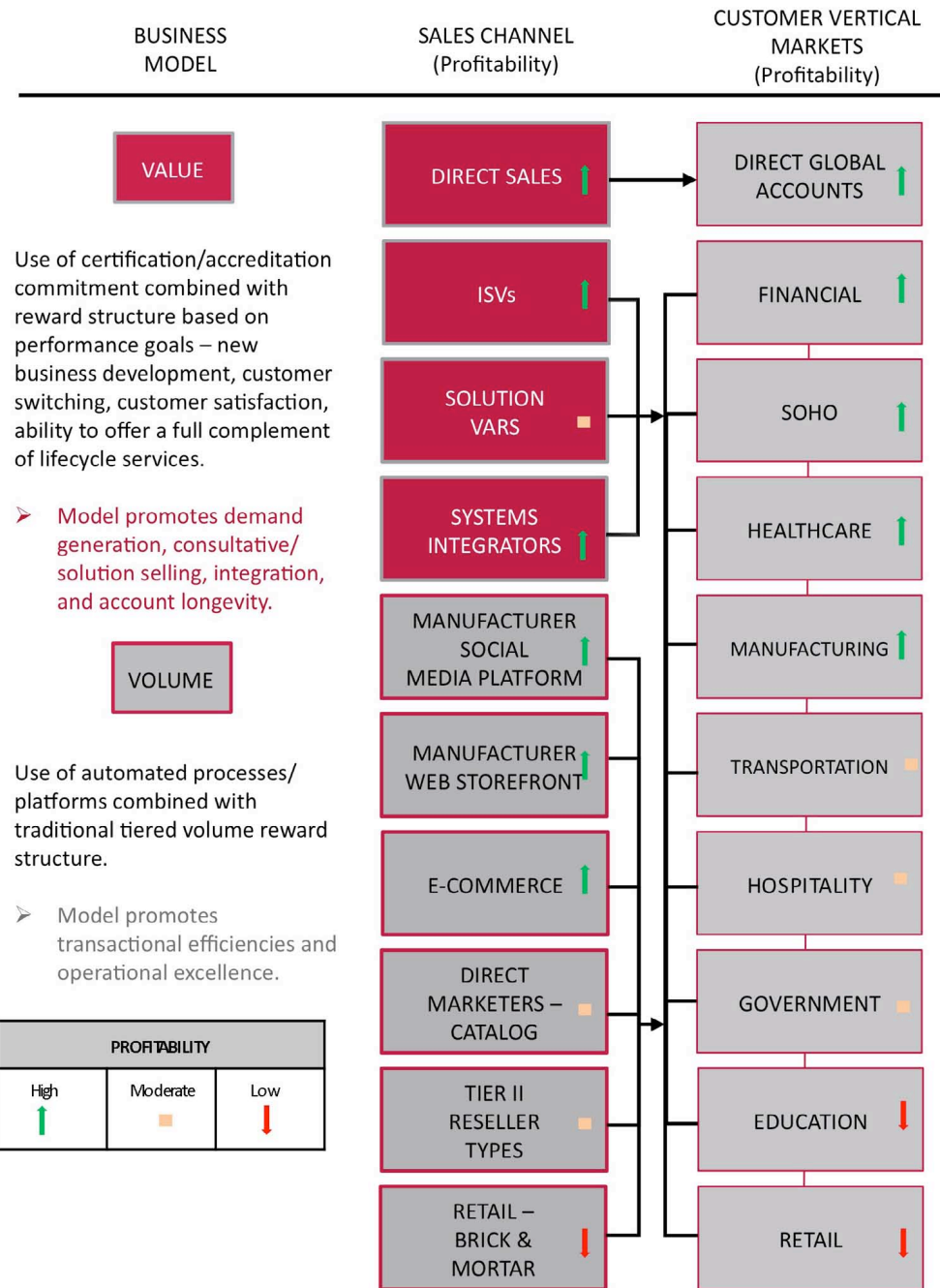
We worked closely with the client to develop a new marketing program for heightening partner collaboration and providing a path for business growth. The program, with the new partner tiers, was set up to reward higher levels of end user satisfaction as well as link MDF to social media marketing (SMM) and search engine marketing (SEM) to establish partner specialization and differentiation, and promote value propositions. An automated process for scalable recruitment and training was introduced which included modules with intuitive GUIs aligned to a full selling cycle of products and services.

## Key Steps

- Restructured partner tiering based on profitability segmentation
- Created automated process against the full selling cycle for recruitment and training
- Developed new marketing program to link MDF to social media marketing (SMM) and search engine marketing (SEM)
- Created new partner reward structure based on end user satisfaction



Channel Valuation & Segmentation



“S&A’s highly innovative solution has helped us function more efficiently and increase profitability for ourselves and our channel partners.”

Results

- Heightened partner commitment, mind share and solutions-oriented sales behavior
- Increased revenue uptake by 32%
- Reduced operating costs by over 20%
- Improved channel uplift of higher margin services and overall profitability
- Increased end user satisfaction levels by more than 50%



Shenkan & Associates, a full-service marketing firm, helps companies succeed with critical research measurements, innovative strategy and targeted communications tactics essential to securing a sustainable competitive advantage in today's rapidly evolving marketplace. We combine our extensive service capabilities with expertise in diverse industries, markets, channels and functional practices to provide the intelligence and tools clients need to identify and enact on new opportunities.

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