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DEMANDFACTOR

# UNLOCKING THE POTENTIAL:

HOW TO TURN YOUR CHANNEL  
PARTNERS INTO DEMAND  
GEN MASTERS



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SUMMARY



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## Introduction

Channel partners play a vital role in the success of many businesses, acting as an extension of your sales and marketing efforts. However, to truly maximize the potential of your channel partners, it's essential to empower them with demand generation skills. By turning your channel partners into demand gen masters, you can create a powerful network of brand advocates and drive significant business growth. In this blog post, we will explore actionable strategies to transform your channel partners into demand generation masters.





## Provide Comprehensive Training

- Start by equipping your channel partners with the [knowledge and skills](#) they need to excel in demand generation.
- Develop a [comprehensive training program](#) that covers the fundamentals of demand generation, including market analysis, target audience identification, lead generation tactics, effective messaging, and campaign execution.
- Offer both [in-person and online training sessions](#), supplemented with informative resources such as guides, case studies, and best practices.





## Align Goals and Incentives

To motivate your channel partners to prioritize demand generation, align their goals with the desired outcomes.

**1. Clearly communicate your expectations and establish key performance indicators (KPIs) related to demand generation.**

**2. Consider implementing performance-based incentives and rewards tied to the success of their demand gen efforts.**

**By aligning goals and incentives, you create a win-win situation where both your business and channel partners are motivated to excel in demand generation.**

## Provide Access to Marketing Resources

Ensure that your channel partners have access to a rich repository of marketing resources and collateral. This includes:

- High-quality product information
- Customer success stories
- Brochures
- Social media content
- White papers
- Email templates

By providing a comprehensive toolkit, you enable your channel partners to effectively promote your products or services and generate demand on their own.

## Foster Collaboration and Communication

- Encourage collaboration and open lines of communication between your internal marketing team and channel partners.
- Regularly share updates on marketing campaigns, new product releases, and industry trends.
- Engage in joint planning sessions to develop co-marketing initiatives and align strategies.

By fostering collaboration, you create a synergistic relationship that leverages the strengths of both parties to drive demand generation success.

## Offer Co-Branded Marketing Opportunities

Collaborate with your channel partners on co-branded marketing initiatives. This can include:

- Joint webinars
- Events
- Content creation
- Thought leadership pieces

By leveraging the expertise and networks of your channel partners, you expand your reach and establish credibility in the market. Co-branded marketing activities not only generate demand but also strengthen the relationship between your business and channel partners.

## Track and Share Performance Metrics

- Implement a robust tracking system to measure the effectiveness of your channel partners' demand generation efforts.
- Monitor key metrics such as lead conversion rates, revenue generated, and customer acquisition costs.
- Share performance metrics with your channel partners to provide them with insights into their impact and to identify areas for improvement.



By tracking and sharing performance metrics, you create a culture of accountability and continuous improvement.

## Provide Ongoing Support and Feedback

- Offer ongoing support to your channel partners by assigning dedicated account managers or marketing specialists to assist them with their demand generation activities.
- Provide regular feedback and coaching to help them refine their strategies and tactics.
- Create a feedback loop where channel partners can share their challenges, successes, and ideas for improvement.

By providing support and feedback, you nurture a collaborative environment that fosters growth and drives demand generation mastery.



## Conclusion

Transforming your channel partners into demand gen masters is a strategic approach that can yield significant benefits for your business. By providing comprehensive training, aligning goals and incentives, offering marketing resources, fostering collaboration, providing co-branded opportunities, tracking performance metrics, and offering ongoing support and feedback, you empower your channel partners to excel in demand generation. With a network of demand gen masters at your side, you can expand your reach, drive revenue growth, and establish a competitive edge in the market. Invest in your channel partners' development, and watch them become powerful advocates for your brand.



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**DemandFactor is revolutionizing performance marketing  
and demand generation by adding in the missing piece:**

**We align our success to the success of our leads and our clients.**

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