

Plan. Promise. Perform.



DEMANDFACTOR

**WHERE DID
THE LEAD GO?**

BEST STEPS



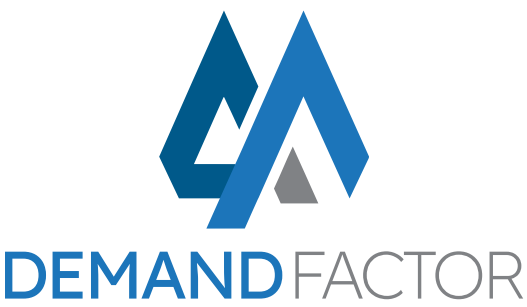
**TO CREATE
TRACKABLE
PERFORMANCE**

**WITH DEMAND GENERATION
THROUGH YOUR**

CHANNEL PARTNERS

demandfactor.com

SUMMARY



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Introduction

Demand generation is a crucial aspect of B2B marketing, and channel partners play a significant role in driving demand for your products or services.

However, ensuring trackable performance in demand generation activities can be a challenge. It's essential to have a clear understanding of where your leads are coming from and how they progress through the sales funnel.



In this whitepaper, we will explore the best steps to create trackable performance with demand generation through your channel partners, allowing you to optimize your efforts and drive measurable results.



Define Lead Tracking and Attribution Metrics

Start by clearly defining lead tracking and attribution metrics. Determine the key metrics that will help you track the performance of your demand generation campaigns.

These Metrics Could Include



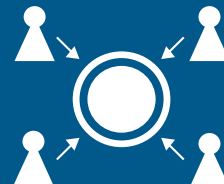
Lead
Source



Conversion
Rates



Revenue
Generated



Customer
Acquisition Costs

Establish a consistent framework for tracking leads from the initial touchpoint with your channel partners to their conversion into paying customers.

Implement Robust Lead Tracking Systems

To create trackable performance, it's crucial to have robust lead tracking systems in place. This includes implementing marketing automation tools, customer relationship management (CRM) systems, and other analytics platforms.

These systems allow you to capture and analyze data at various stages of the customer journey, providing insights into lead sources, campaign effectiveness, and customer behavior.

Implement lead tracking mechanisms that integrate seamlessly with your channel partners' systems to ensure accurate data capture.



Establish Clear Lead Handoff Processes

Develop clear lead handoff processes between your organization and your channel partners. Clearly define the steps and responsibilities involved in handing off leads from your channel partners to your internal sales or marketing team.

Establish effective communication channels and protocols to ensure a smooth transition and minimize the chances of leads getting lost in the handoff process.

Regularly review and optimize these processes to streamline lead management.

Provide Channel Partner Training and Resources

Empower your channel partners with the necessary training and resources to effectively track and manage leads. Educate them on the importance of accurate lead tracking and attribution, and provide guidance on implementing the necessary systems and tools.

Offer training sessions and resources that help them understand your lead tracking processes and ensure consistent data capture.

By equipping your channel partners with the right knowledge and resources, you enhance their ability to generate and track leads effectively.



Implement Closed-Loop Reporting

Closed-loop reporting refers to the process of connecting marketing efforts with sales outcomes. It involves tracking leads from their initial source through to conversion and beyond.

By implementing closed-loop reporting, you can attribute sales and revenue back to specific demand generation activities and channels.



This enables you to identify high-performing campaigns, optimize your marketing spend, and make data-driven decisions to improve overall performance.

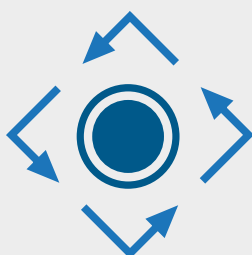
Regularly Review and Analyze Performance Metrics

Continuously review and analyze your performance metrics to gain insights into the effectiveness of your demand generation activities through channel partners.

Monitor Key Metrics



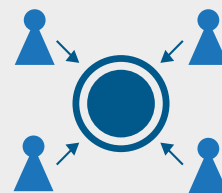
Lead
Conversion Rates



ROI



Pipeline
Velocity



Customer
Acquisition Costs

Identify trends, patterns, and areas of improvement.

Regularly communicate with your channel partners to share performance data, provide feedback, and collaborate on strategies to enhance performance.

Foster Collaboration and Continuous Improvement

Develop a collaborative relationship with your channel partners focused on continuous improvement.

Regularly engage in discussions, share best practices, and exchange insights to enhance demand generation efforts.

Collaborate on joint marketing initiatives, co-develop campaigns, and align strategies to drive better results collectively.

By fostering collaboration and continuous improvement, you create a culture of shared success and optimized performance.



Conclusion

Creating trackable performance with demand generation through your channel partners is vital for driving measurable results and optimizing your marketing efforts.

- ▶ By defining lead tracking and attribution metrics
- ▶ Implementing robust tracking systems
- ▶ Establishing clear lead handoff processes
- ▶ Providing training and resources
- ▶ Implementing closed-loop reporting
- ▶ Analyzing performance metrics, and fostering collaboration

**You Can Ensure that Your Demand Generation Activities
are Driving the Desired Outcomes.**



**With trackable performance, you can maximize
the effectiveness of your channel partnerships
and achieve sustainable growth for your business.**





DEMANDFACTOR

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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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