

Fueling growth with SwayTech's Tactical 20.

Tactic #10

**More sellers
make light
work.**

**Sway
Tech.**

Partner Marketing Fast-start.

Why?

There is no easy fix to activating a channel, but there are some simple ways to plan and execute demand capture programs that support new revenue creation.

KPIs you should have in place.

These will depend on the current sophistication of your channel and channel model

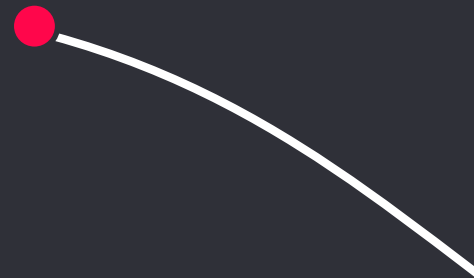
- Partner-generated leads
- Partner referrals
- Joint marketing goals
- Win rates
- New customer acquisition

Step 01.

Partner Identification.

Identify potential partners with complementary products/services and shared target audiences.

TOP TIP: Segmenting your partner base will help to identify high value partners who warrant investment.

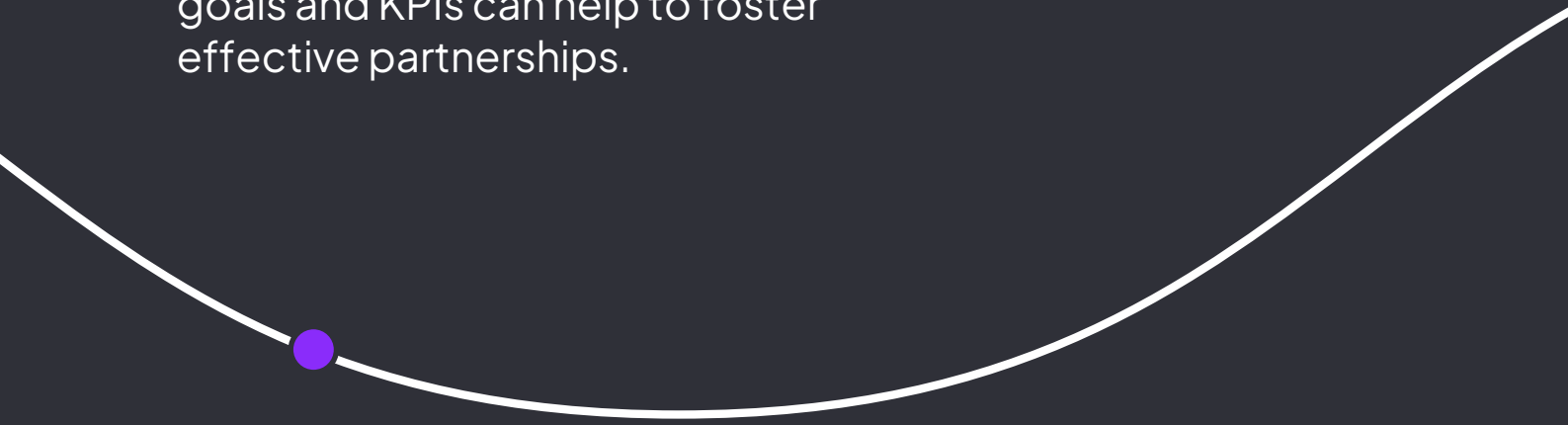


Step 02.

Partnership Agreements.

Establish formal agreements outlining roles, responsibilities, and mutual benefits. This is where you clearly define the “give” to “get”.

PRO TIP: Establishing shared goals and KPIs can help to foster effective partnerships.



Step 03.

Target Audience.

Identify the primary target audience and tailor messaging accordingly.

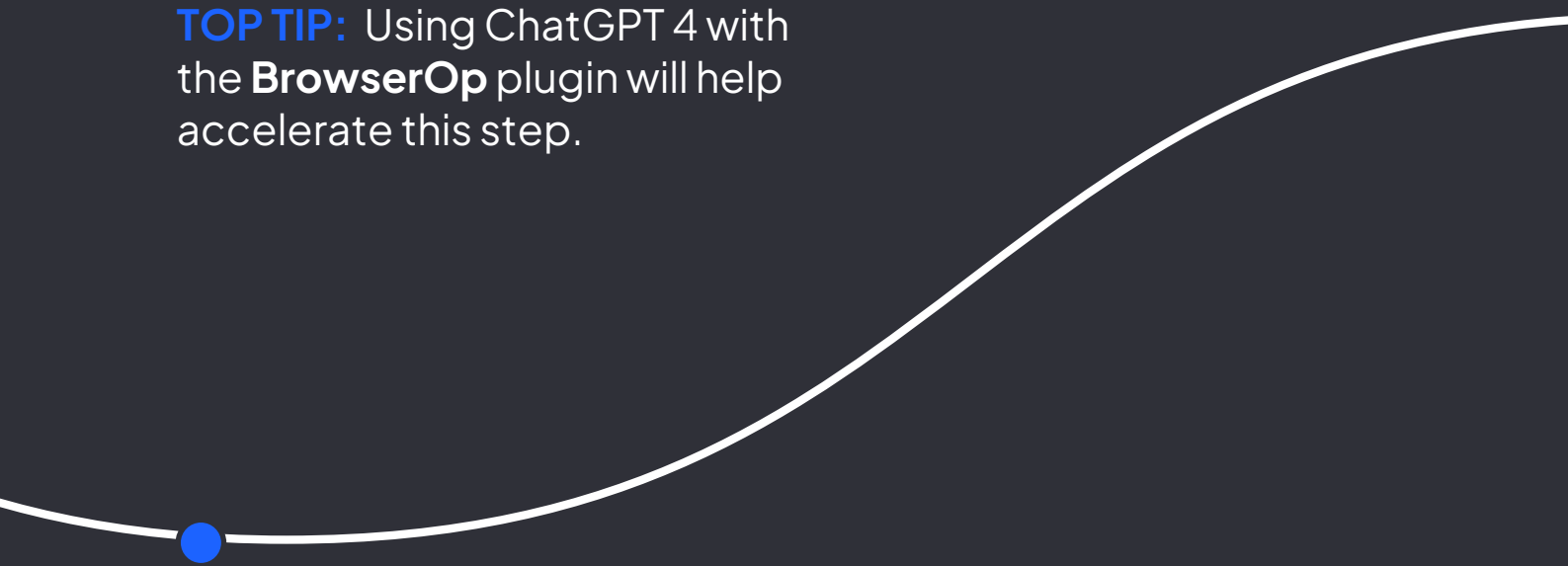


Step 04.

Co/Joint Campaigns.

Create co-branded marketing campaigns and promotions to attract new customers. Existing marketing materials can be repurposed as appropriate.

TOP TIP: Using ChatGPT 4 with the **BrowserOp** plugin will help accelerate this step.



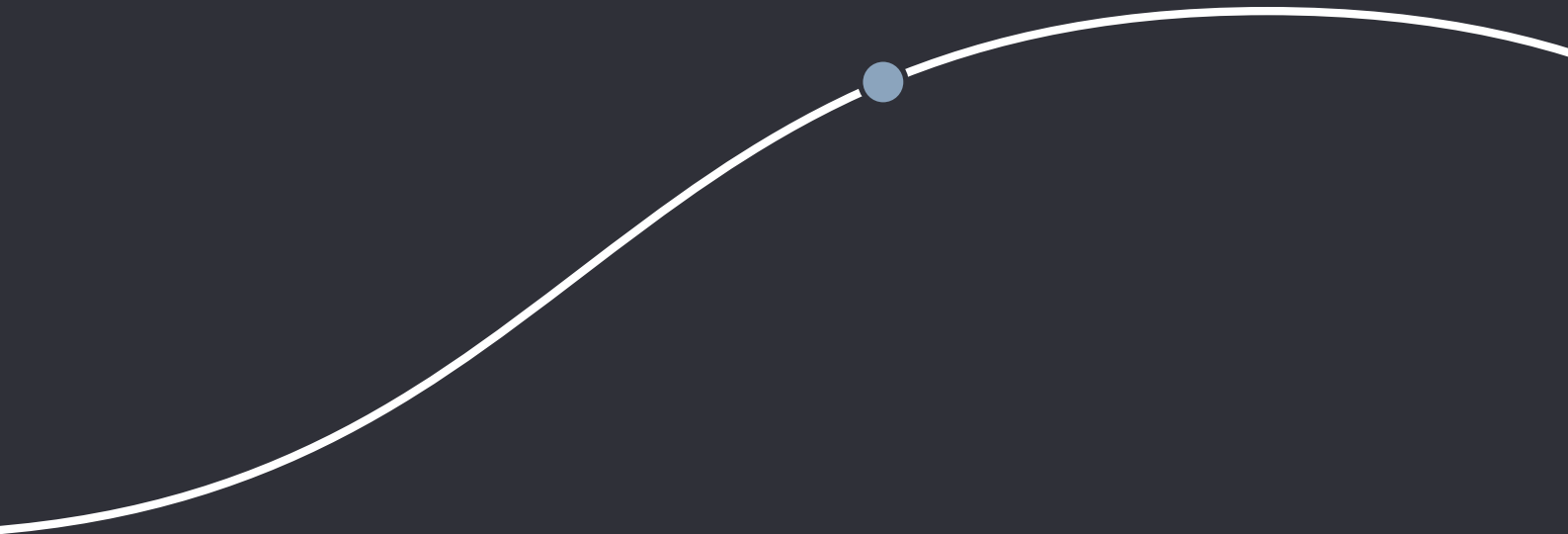
Step 05. Content Collaboration.

Develop joint content assets, webinars, or events with your partners to showcase the value of the combined solution.



Step 06. Lead Sharing.

Implement lead-sharing mechanisms to exchange and track qualified leads with partners.



Step 07.

Tracking and Reporting.

Track the performance of partner marketing efforts and measure the ROI.

TOP TIP: This should be an extension of your current marketing reporting.



Step 08.

Relationship Management.

Nurture and maintain strong relationships with partners to ensure ongoing collaboration.

Regularly assess the success of partnerships and optimise strategies based on outcomes and KPIs.



Long Term Thinking.

A successful partner or channel model is dependent on senior leadership agreeing that this is strategic priority as part of the Go-To-Market.

It requires resources, commitment and grit, but plays a key role in achieving scale.

NextUp: Tactic #11

Account Based Marketing.

Adopt an account-based marketing approach to target and engage key accounts with personalised marketing efforts.

Follow SwayTech on LinkedIn to get notified as we share further tactical marketing plays and Feel free to connect with our [CEO Michael](#).

**Sway
Tech.**

**When we say marketing,
we think business.**

swaytech.co.nz