State of Local Marketing 2020-2021
Live Webcast
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BrandMuscle
BrandMuscle Mission

To provide corporate marketers with the solutions and expertise to...

acquire customers, ensure consistent brand messaging, and maximize ROI...

...through local channel partners.
Industry-Specific Expertise

**Alcohol and Beverage**
- Over 200 Leading Brands
- 20,000 Supplier and Distributor Reps

**Insurance and Finance**
- 5 of the top 10 US Property and Casualty Insurance Companies
- Support Over 50,000 Local Insurance Agents

**Tech and Telecom**
- 4 of the Top 5 US Wireless Carriers
- 3 of the 10 Largest Technology Brands

**Healthcare and Pharma**
- Largest US Pharmacy Chain
- 3 of the Top 10 Hospital Systems

**Manufacturing**
- Top 3 Largest Global Home Appliance Brands
- No 1 US Tire Brand
- World's Largest Bedding Provider
- World's Largest Coatings Company
- World's Largest Deck Manufacturer
- Top 10 US Construction Equipment Manufacturer

**Other Sectors**
- Consumer Packaged Goods
- Retail & Services Franchises
- Restaurants & Foodservice
- Automotive & Transportation
Local Marketing Challenges

- Channel and Content Proliferation
- Lack of Measurement
- Impossible to Scale Manually
- Brand Consistency
- Slow Fund Processes
- Regulatory Compliance
- Limited Marketing Experience

CORPORATE MARKETING

Your Brand

CUSTOMERS

You rBrand
Corporate Planning vs. Local Realities
Utilization of Local Marketing Program = Success

Brands can work to provide Channel Partners with programs and tools for enablement, but if they go unused, the value is lost.
What is Holding Channel Marketers Back?

“I know marketing is important, but I don’t know where to spend my money to get the best ROI.”

“I am not sure how to access my marketing funds and I am not sure what is eligible in the program.”
Partner with Your Partners

We need to understand Channel Partner priorities, recognize competencies and identify actions that provide value and drive revenue.
State of Local Marketing Report
State of Local Marketing Report: Seek Understanding

- Most comprehensive annual local and channel marketing benchmarking report
- 6+ years of research and millions of data points on local and channel marketing
- Benchmarks by industry and company - see how you compare to peers and those in other categories
State of Local Marketing Research Stats

90+ Surveys conducted

10K+ Individual survey participants

1M+ Data points on local marketing captured
Recognizing Opportunities

Collected Assessment Data
State of Local Marketing Report

Recognized Ongoing Trends
6 Years of Data Collection

Established Benchmarks
Overall, by Industry, by Client

Identified Revenue Drivers
Performance Analysis

Marketing Maturity Matrix
Framework to Optimize Channel Partner Programs

BrandMuscle Labs
Accelerated Product Development Environment
Marketing Maturity Matrix Framework

- Developed a formula for driving greater growth through local marketing programs
- Acknowledged that not all channel partners are equal or alike and marketing maturity impacts results
- There is incredible opportunity to grow by shifting a portion of your partners up the marketing maturity scale
- Higher maturity leads to higher revenue growth among peers

Through the State of Local Marketing Report we discovered common attributes and activities drive revenue growth for channel partners
The BrandMuscle Local Marketing Maturity Matrix™

**BrandMuscle® Local Marketing Maturity Matrix™**

A framework to categorize channel partners’ marketing maturity and identify program opportunities

- **6 Dimensions**
- **14 Competencies**
- **2 Enablers**

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**STRATEGIC FOCUS**
- Marketing Strategy
- ROI Focus

**SUPPORT**
- Education
- Support Quality

**PROGRAM**
- Variety of Tactics
- Integration
- Digital Operations
- Social

**CONTENT**
- Quality
- Relevance

**COMMITMENT**
- Corporate
- Participant

**ADMINISTRATION**
- Tools
- Processes
- & Policies

**ENABLERS**
- Marketing Knowledge
- Partner Willingness to Spend

**OUTCOMES**
- YoY Revenue Growth
- Perceived Business Impact
Marketing Maturity Drives Revenue Growth

Channel partners with mature local marketing experienced *2x more Revenue growth*

BrandMuscle Local Marketing Maturity Matrix Stage

- Disengaged: 4.8%
- Developing: 4.8%
- Equipped: 6.6%
- Executing: 7.8%
- Optimizing: 10.0%

86% of Local Business Partners

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Opportunity: Path to Equipped is Within Reach

- Assessment results identified an opportunity to enable Developing to move to Engaged

- Of the 50% classified as Developing, 24% of programs were missing just 1 or 2 program factors

- Focusing program enhancements or changes on factors that impact maturity will optimize efforts
Focus on Impactful Factors

- The top factor holding Developing Partners back is their spend or reinvestment in marketing activities.
- Commitment, both by Partners and Corporate are the other top factors.
- Investment and commitment demonstrate that both groups have skin-in-the-game.

**Top Factors Holding Back Developing Partners From Being Equipped**

- Partner Spend Under 1%: 32%
- Partner Commitment: 26%
- Corporate Commitment: 23%
- Program Variety: 15%
- Online Business Listings: 14%

**MARKETING MATURITY MATRIX FACTORS ABSENT**

- 1 Factor Absent: 20%
- 2 Factors Absent: 14%
- 3+ Factors Absent: 16%
Roadmap to Marketing Maturity & Program Optimization

- Assess Channel Partners through the State of Local Marketing assessment
- Classify results against the Marketing Maturity Matrix
- Identify missing or weak factors for Marketing Maturity
- Prioritize program changes and solutions, focusing on moving Partners to Equipped
- Measure the results
Understanding marketing maturity drivers and where corporate programs are falling short is informing ongoing product development.

**Product Development Enables Maturity Advancement**

- Assessment results help identify program gaps across multiple clients.
- Cross-referenced with Maturity Matrix, product development can focus on solutions that drive Marketing Maturity.
- Alignment with corporate programs through automation naturally delivers the increased maturity.
Product Development Focused on Maturity Advancement

BrandMuscle Labs
Innovation Prototypes
Customer Pilot Projects

Product Delivery
Major Enhancements
New Production Offerings

Incubate innovation projects with rapid iteration and new technology
Build and maintain production solutions with continuous enhancements

EXAMPLES

- Data Syndication
- Recommendation Engine
- Channel Partner Scorecard
- Integration Services
- Location Based Digital Menus
- Mobile Print Orders
State of Local Marketing Results
Partners are more willing to participate in local marketing programs when they have greater marketing knowledge and see the benefits of investing their own funds.

**Enablers Impact Revenue Growth**

- **Marketing Knowledge** impacts the ability of Channel Partners to make investment decisions that drive efficiency and ROI.

- **Partners’ Willingness to Spend** their own funds on marketing demonstrates their support for the program and brand.
Marketing Knowledge & Confidence is Uncertain

- YoY Marketing Knowledge and Confidence are down slightly
- Survey was taken pre and during the pandemic
- Shifts in media consumption, buying habits and local circumstances have created uncertainty
- OPPORTUNITY = GUIDANCE
  - Education and incentives can influence trial of new channels and programs

### Marketing Knowledge

<table>
<thead>
<tr>
<th>Year</th>
<th>I'm an expert</th>
<th>Understand it well</th>
<th>Understand it some</th>
<th>Don't understand</th>
<th>Don't know much</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>4%</td>
<td>46%</td>
<td>42%</td>
<td>5%</td>
<td>8%</td>
</tr>
<tr>
<td>2020</td>
<td>6%</td>
<td>41%</td>
<td>42%</td>
<td>8%</td>
<td>3%</td>
</tr>
</tbody>
</table>

### Confidence in Marketing Choices

- Very Confident: 13%
- Confident: 42%
- Somewhat Confident: 36%
- Not Confident: 9%
Willingness to Spend Impacts Revenue

**Local Partner Marketing Spend**
- Meaningful marketing spend remained flat YoY
- 51% of partners were re-investing 1% or more of revenue on marketing

<table>
<thead>
<tr>
<th>2020</th>
<th>Robust: &gt;2%</th>
<th>Reasonable: 1%-2%</th>
<th>Limited: 0.5%-1%</th>
<th>Negligible: &lt;0.5%</th>
</tr>
</thead>
<tbody>
<tr>
<td>28%</td>
<td>31%</td>
<td>23%</td>
<td>18%</td>
<td></td>
</tr>
</tbody>
</table>

**Growth Impacted by Marketing Spend**
- 41% reinvest <1% of revenue on marketing
- 59% reinvest 1%+ of revenue on marketing

Channel partners who spent at least 1% of Revenue on Marketing, drove 30% more Revenue growth
Partners Need Guidance

Channel partners lack knowledge and confidence in managing marketing and making decisions.

Providing guidance that makes program participation easy will improve overall participation, investment and marketing maturity.

- 49% are reinvesting less than 1% of revenue in marketing.
- 53% lack meaningful marketing knowledge.
- 51% lack marketing confidence in decision-making.
- 86% of partners are classified in the lowest levels of marketing maturity.
Guidance: Recommendation Engine

- Provide guidance for recommended marketing execution packages
- Guide the user through a series of questions around their goals and objectives
- Combine partner inputs with existing data to suggest optimal marketing packages to improve performance
- Combined with Channel Partner Scorecard, Recommendations are presented to Partners based on their Grades
Strategic Focus

- A successful marketing approach includes a well-defined Marketing Strategy that includes goals, objectives and budgets.

- The most successful partners understand and Measure ROI and gauge a program’s success based on goals achieved.
Less Mature Partners Need Strategic Help

- 56% of overall respondents have at least a loose marketing plan with budgets and tactics

- Results by Maturity level, see less mature partners are not developing a marketing plan or are unsure on how to approach the process

### Marketing Approach: Overall Results

- We have a well-defined marketing strategy: 30%
- We have a loose marketing strategy: 26%
- We do some planning of marketing efforts: 23%
- We do a limited about of advanced planning: 17%
- I'm not sure: 4%

### Marketing Approach: By Maturity Level

- We have a well-defined marketing strategy:
  - Equipped or Above: 47%
  - Developing: 26%
  - Disengaged: 12%

- We have a loose marketing strategy:
  - Equipped or Above: 29%
  - Developing: 26%
  - Disengaged: 15%

- We do some planning of marketing efforts:
  - Equipped or Above: 18%
  - Developing: 22%
  - Disengaged: 16%

- We do a limited about of advanced planning:
  - Equipped or Above: 17%
  - Developing: 20%
  - Disengaged: 20%

- I'm not sure:
  - Equipped or Above: 6%
  - Developing: 37%
  - Disengaged: 37%
Partners Lack Dedicated Time

- 29% are spending more than a few hours a week on marketing, presumably with some dedicated resources

- 71% are spending an hour or less a week on marketing activities

- Many partners do not have the time to dedicate to marketing. Providing easy, low-effort ways to engage will increase participation
Ability to Measure ROI is a Guiding Tool

- The ability to connect revenue to local marketing programs presents an on-going challenge for most channel partners

- The ability to track ROI on marketing program spend should help guide decision-making

- A positive return is an endorsement of the local marketing program and is a tool to create program advocates

- Creating tools or reports that demonstrate the value and results of programs will further develop marketing maturity

### ROI Tracking & Analysis

- There is a detailed ROI analysis and I can use it to optimize my program: 13%
- ROI is measured/assessed, but I can’t use results to refine my program: 20%
- They say ROI is measured/assessed, but it doesn’t make sense to me: 17%
- ROI is not measured/assessed: 29%
- Not Sure: 21%
Partners Need Planning & Measurement Tools

Many channel partners do not have an integrated marketing strategy that includes goals and a dedicated budget, or a way to measure the impact of that spend to determine an ROI.

Providing a planning template and program reporting that demonstrate the value of participation will increase advocacy and lead to improved marketing maturity.

- 56% do not have a defined marketing plan or strategy
- 71% spend less than 1 hour a week on marketing activities
- 67% either don’t understand or cannot track ROI for their marketing spend
BrandMuscle Channel Partner Scorecard (CPS)

- Grade channel marketing performance with comparative benchmarking
- Rules based recommendations: guidance for how to improve score and marketing maturity
- Helps partners course correct to meet their marketing targets
- Gamification to incentivize ideal partner behavior and increase engagement <align with corporate goals>
- Close the marketing to sales loop to see partner marketing goals, activity, and sales results
Many partners perceive local marketing programs are incomplete, missing key tactic support and the ability to manage the program through an integrated platform.

- Programs need to evolve as partners’ needs change and Program Variety is core to participation.
- The ability to manage a local marketing program from one Integrated Platform reduces friction to participation.
- Digital and Social tactics have become top priorities for partners, but programs still lack support.
Programs Need Variety to Meet Changing Needs

- Program Variety is down YoY and many programs were impacted or cut due to the pandemic.

- Only 25% see programs offering a wide variety of tactics with frequent updates.

- 59% either are unsure or feel programs are lacking important tactics and support.

- Ensuring programs reflect the current environment and needs of partners are important to participation.

Program Variety

<table>
<thead>
<tr>
<th>Year</th>
<th>Program Variety</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>30% 17% 30% 16% 7%</td>
</tr>
<tr>
<td>2020</td>
<td>25% 16% 18% 19% 22%</td>
</tr>
</tbody>
</table>

- Program offers a wide range of tactics and is frequently updated with new options.
- Program offers a wide range of tactics, but has not evolved since launch.
- Program includes a number of tactics, but some important tactics are not included.
- Program is fairly limited, supporting just one or two program components.
- Not sure.
Integration Makes Program Access Seamless

- Perception of program integration is down significantly, and lack of awareness is up
- Only 10% of programs have a single point of entry with full integration
- Over 50% of programs cannot be managed holistically across vendors or solutions
- Ease of access and seamless program management reduces friction in participation for partners that lack time to manage local marketing programs

![Program Integration Chart]

- Services are aggregated by a single vendor and can be managed as a single program
- Some aggregation, regional marketers/tools enable managing as a single program
- Some aggregation with a few vendors, but can't manage as a single program
- There is no integration
- Not sure
Digital Offerings Used but Require Support

**Top Used Tactics**
- Top Use Tactics are digital with Websites and Social Media by far the most used
- Traditional tactics continue to be leveraged, but digital is gaining ground

**Digital Inclusion in Programs**
- Except for Websites, >30% of digital programs are included and supported in local marketing programs
- A quarter of partners don’t know if these programs are supported at all

<table>
<thead>
<tr>
<th>Website</th>
<th>84%</th>
<th>Included and adequately supported</th>
<th>Included, but not adequately supported</th>
<th>Not included</th>
<th>Not sure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Media Ads</td>
<td>81%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Email</td>
<td>65%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Promo/Signage</td>
<td>63%</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Sponsorships</td>
<td>53%</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Direct Mail</td>
<td>49%</td>
<td></td>
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<tr>
<td>SEO</td>
<td>46%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Flyers</td>
<td>45%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Newspaper</td>
<td>44%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Online Display</td>
<td>41%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Paid Search</td>
<td>39%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Host own events</td>
<td>37%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SEO</th>
<th>29%</th>
<th>Included and adequately supported</th>
<th>Included, but not adequately supported</th>
<th>Not included</th>
<th>Not sure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online Business Listings</td>
<td>28%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Paid Search</td>
<td>29%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Online Display Ads</td>
<td>32%</td>
<td></td>
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<td></td>
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</tr>
</tbody>
</table>
Social is Not One-Dimensional

- While social is the second most used and prioritized tactics for local partners, it does not get the corporate support needed.

- Only 11% of programs support both organic and paid social advertising.

- 16% of programs support either organic or paid social.

- Many partners are still very unsure how to best utilize social. Providing guidance along with content will help partners better engage with social and promote your brand.

Social Media Support

- Program provides specific guidance and support for both organic and paid social advertising: 11%
- Program provides specific guidance and support for paid social marketing efforts, but not for organic: 6%
- Program provides specific guidance and support for organic social marketing efforts, but not for paid: 10%
- Program provides suggested general guidelines and best practices: 28%
- Program does not provide any support for social media marketing: 17%
- I’m not sure/ Doesn’t really apply: 28%
Partners Need an Integrated Platform and Program Variety

Channel partners don’t have the time or resources to manage disparate programs with multiple vendors and solutions.

Integration and ease of access are key to usage.

And programs need to meet partners’ needs and evolve as the environment changes.

Digital program inclusion and social media support in content and guidance should be priorities.

- 59% either are unsure or feel programs are lacking important tactics and support.
- 53% of programs cannot be managed holistically across vendors or solutions.
- 70% of programs are not fully supporting top digital tactics.
- 89% of programs do not support both organic and paid social tactics.
Integration Provides Holistic Management

Template Creation
Create, download and send for execution into market

Third-Party Integrations
SSO, APIs, & data transfers for seamless experiences

Print & Fulfillment
Integrations with multiple print and fulfillment centers

Co-op Fund Management
Auto-deduct, simplified claims, real-time balances

Local Marketing Programs
Hyper local programs to drive traffic and leads

Reporting Dashboards
Visual dashboards provide insights into program results
Commitment

- Program commitment has been volatile in 2020
- Corporate Commitment is critical to program participation, providing guidance and support to those that lack marketing knowledge and maturity
- Partner Commitment is required for program success and ensuring execution at the local level

Commitment is not won in a week, a month, or even a year. It is an ongoing internal marketing effort. Consistency is crucial. Partners need know they have resources available in good times and bad.
Corporate Commitment

- Perceived Corporate Commitment is down YoY

- Less than half feel corporate is fully committed to local marketing programs

- Local Partners may rely heavily on Local Marketing Programs and lack of commitment may dramatically impact their business, especially during volatile times

- Perceived Corporate Commitment sets the tone of the program and influences participation and perceptions

### Corporate Commitment

<table>
<thead>
<tr>
<th>Year</th>
<th>Fully Committed</th>
<th>Management Emphasis</th>
<th>Part of Marketing</th>
<th>Box Checking</th>
<th>Not Sure</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>30%</td>
<td>21%</td>
<td>25%</td>
<td>11%</td>
<td>13%</td>
</tr>
<tr>
<td>2020</td>
<td>22%</td>
<td>26%</td>
<td>23%</td>
<td>17%</td>
<td>12%</td>
</tr>
</tbody>
</table>

- They are fully committed and believe it to be a growth engine
- They are committed, but there is not enough management emphasis
- It's part of their overall marketing program, but no specific commitment
- Checking the box to show they are doing something. Not committed.
- Not sure
Partner Commitment

- Full Partner Commitment is up slightly YoY

- Overall, commitment is down YoY with the program not being a priority

- During especially volatile periods, local programs need to be relevant to local partners’ needs and if they are not, commitment will wane

### Partner Commitment

<table>
<thead>
<tr>
<th>Category</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fully committed to getting the most out of the program provided. Core to my growth strategy</td>
<td>31%</td>
<td>32%</td>
</tr>
<tr>
<td>Program has a positive impact on my business and I participate. It is not core to my growth strategy</td>
<td>26%</td>
<td>16%</td>
</tr>
<tr>
<td>I believe that the marketing program they provide can have an impact for my business, but it is a low priority</td>
<td>25%</td>
<td>30%</td>
</tr>
<tr>
<td>I don't believe that the marketing program provided has a meaningful impact on my business</td>
<td>10%</td>
<td>13%</td>
</tr>
<tr>
<td>Not sure/Does not apply</td>
<td>8%</td>
<td>9%</td>
</tr>
</tbody>
</table>

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Commitment

Commitment from both Corporate and Local Partners play an important role in program success. Each need to put effort in through program offerings and then program participation.

Commitment is tested is times of uncertainty. Reacting to help local partners is crucial.

The data continues to show a strong correlation between perceived corporate commitment, partner commitment, and program success.

- 78% of partners do not feel corporate is fully committed to the program.
- 68% of partners are not fully committed to local marketing programs.
Investments in Integrated Solutions Demonstrate Commitment

- Investments in fully integrated fund, asset and executional local marketing solutions demonstrate a corporate commitment to partners and create frictionless opportunities to participate in programs.

- Leveraging the technology behind these solutions allows brands to quickly pivot, especially during a crisis, to meet local partner needs.

- Reacting quickly improves participation, commitment and creates program advocates.
Client Example: Partners Need Guidance

- Events (in-store, sponsorships, tabling) have consistently been a top priority for Channel Partners
- Pandemic effectively shut events down
- Channel Partners scrambled to find ways to engage with community while effectively spending budgets
- Brand partners that incented digital programs in place of events saw higher digital adoption

Real-World Client Example
March – May 2020

- 1,337 Cancelled Events
- ~$2.4M Event Funds Available

<table>
<thead>
<tr>
<th>Spend Type</th>
<th>Traditional Spend</th>
<th>Digital Spend</th>
<th>Unknown Spend</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traditional Spend</td>
<td>7%</td>
<td>6%</td>
<td>87%</td>
</tr>
<tr>
<td>Digital Spend</td>
<td></td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td>Unknown Spend</td>
<td></td>
<td></td>
<td>87%</td>
</tr>
</tbody>
</table>
Client Example: Personalization at Scale

- Spring 2020, a Financial client saw the impact the pandemic was having on their participants and their need to access their retirement funds in informed ways.

- To alleviate call volume and to more quickly help participants self serve, BrandMuscle helped the client ramp up two new information-based campaigns.

- In two months, 130 templates were created to aid in the distribution of emails, flyers and other marketing materials.

- Goal: Provide the client’s Communication Consultants the ability to quickly personalize assets on demand, creating hundreds of versions with no additional marketing resources.

3,488 hours were saved in internal resources.

+1,000 template versions created in 2 months.
Client Example: Activation During Crisis

- A client immediately saw the opportunity to help their Dealers, Customers and Communities when COVID hit

- Responded with empathy at every level:
  - Employees: Prioritizing Safety and Health
  - Consumers: Deferred payment program
  - Community: Social-promoted, corporate led movement

- Focused on communication and support programing
  - Emails and training
  - New sales promotional programs
  - Turn-key paid media packages
  - Corporate-funded advertising programs

Weekly
Informational Emails

9 Webinars hosted

3 New media packages introduced

1 Corporate-Funded Advertising Program

70% Increase in Program Participation
Wrap Up
Drivers of Success: Investment & Knowledge

Marketing Knowledge

Partners Need Guidance

Channel Partners:
✓ Are not marketers
✓ Strapped for time
✓ Lack marketing knowledge and confidence in decision-making
✓ Don’t see the value in marketing
✓ Don’t know what to do

Willingness to Invest

Partners Need to See Value

Channel Partners:
✓ Lack understanding on what to invest to drive revenue
✓ Perceive Brand support for programs as “check the box”
✓ Cannot calculate the ROI on investments
✓ Don’t see the value in the program
Ways to Activate Your Channel Partners

Don’t treat your partners the same.
Partners are in different states of readiness. Tailor your program to enable partners at different levels.

Create incentives to ensure alignment
Creating incentives that encourage partners to also commit their own time and resources will increase effectiveness.

Prioritize changes based on impact
Prioritize program changes based on what will have the most impact on marketing maturity and driving revenue.

Promote the program.
Communication is key. Promote the value of the marketing program and explain how it will help your partners.

Impart marketing knowledge
Partners require knowledge and confidence to make smart marketing decisions. Help them attain it to be successful.
Activation, Adoption & Advocacy

- Local Marketing Programs are only successful when they are fully utilized

- Understanding lack of engagement can unlock insights for improvements

- Prioritizing improvements based on a roadmap for Marketing Maturity will help drive revenue at a higher rate for Channel Partners

- Revenue Growth = Program Value
Q&A
Take Advantage of Free Resources

- Download the 2020-2021 State of Local Marketing Report – watch your email for a copy in early January
- Participate in research to receive a personalized diagnostic report for your company
Thank You