

Having the right tech means nothing without the right reseller marketing plan

You have developed a fantastic technology solution that the market needs. Maybe you have found resellers that are on board with taking on your product? Many tech companies would consider this to be a job complete. But is it?

A very common problem...

While you have developed a solid solution and have sold resellers on the value of your offering, your work is not yet done, at least not if you want to enjoy successful launches and a plethora of new users.

Many tech companies leave the business of marketing their offering to their resellers. It's their customers after all, right? But have you ever stopped to think about...

- how busy your resellers are?
- whether they have a marketing team in place?
- whether they have the resources or the time to create promotional materials and communications about your offering?
- whether they have the knowledge to understand your product well enough to effectively sell it to their customers?

In most cases, your resellers lack the time and the internal resources to devote to marketing your product. So they simply won't. Or they will do a poor job of it. After all, their focus is on promoting their own businesses, not yours.

It's not enough to simply provide technical specs and product features. To be successful, your resellers need the details and information about your solution that is geared toward their target market. If you haven't provided the resources, many partners won't devote the time and energy to creating and developing messages and communications for your product.

Opportunity knocks...

Most technology vendors, if they offer any sort of marketing support planning, will only do so for top-tier partners. Less than 10% offer marketing assistance across the board for all of their partners.

Source: Channelmanagement.com

The end-user focused solution...

While it might seem like your biggest hurdle is to get resellers on board, in reality, this is just the tip of the iceberg. You can have all the resellers in the world, but if they are not converting their own customers to your solution, you will have gotten nowhere. The key is leveraging their customer base and selling to them.

In order to effectively and successfully sell and promote your solution, your resellers need to have a solid plan in place and tools at the ready to market your offering and communicate how your solution can help their customer base. Consumers need to be convinced of the value of a solution and how it will make their life easier – a slew of technical specs is not going to say much. And the onus is up to you to make sure that your resellers have everything they need in a format that's easy for them and makes marketing your product a breeze for the time and resource strapped partner.

We can help

Having a strategy and plan in place to get the most of your channel partner programs makes good business sense. Let eBridge Marketing Solutions step in to create your roadmap for reseller success. As experts in the fields of hosting and technology, we've worked with countless clients who have struggled with leveraging their partnerships. We ourselves have grappled to get the information we need from partners when creating content and messaging for our clients. We are in a unique position to help you develop solid marketing plans for your resellers – we work with them on a daily basis and we understand their pain points and what they need.

Some examples of what we can help you with include:

- helping your resellers be at the ready to go to market with minimal legwork needed on their part by creating a reseller resource package that makes selling your solution a breeze, even for the time and resource strapped hosting company.
- developing a roadmap and plan that can be used again and again with all of your partners.
- helping your resellers create demand within their customer base and communicate clearly your value proposition by creating messaging that focuses on the benefits and unique selling proposition of your solution to the end user, not just the reseller!
- creating different materials for different market segments, going beyond the features and the tech and getting into the specifics of why your solution is ideal for customer x,y and z.

Ultimately your success and your bottom line does not depend on how many resellers you have – it depends on how successful your resellers are at promoting your product. Don't leave it up to them – take back control and ensure that your solution is communicated to your target market (aka the end user) in the way you want it to be.

Contact us today to get your reseller marketing plan ready to go.

eBridge at a glance

Over 10 years of industry experience
Over \$10 Million spent on advertising
Over 500 campaigns run

About eBridge

eBridge marketing solutions has been helping technology companies achieve their internet marketing goals since 2001. Our award-winning team has built a strong reputation for delivering strategic campaigns with excellent results. We're committed to providing you with innovative and high value solutions.

Contact us today to find out how ebridge can help your organization succeed online.
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