

Channel Marketing Made Easy for All

You often complement your channel partners' marketing resources with funds, content, and services to drive profits—but the outcome tends to fall short of expectations. Utilizing these tools without a cohesive plan typically results in a low ROI. Managing brand-issued resources manually or with siloed applications can impact quality and cost, and failure to pay partners promptly and accurately promotes disengagement. E2open's Channel suite of applications addresses concerns like these with a comprehensive, end-to-end channel marketing solution to drive demand, grow sales, and expand reach in a controlled, predictable, and optimized way.

End-to-end channel marketing processes involve multiple participants, activities, and handovers from one action to the next. Many channel partners have small marketing budgets, few marketing people (most of whom have a limited marketing background) and insufficient bandwidth to execute complex marketing processes at a high standard.

To supplement partner resources, brand owners frequently set up funding programs and provide ready-made marketing content. However, unless funding, execution, and payment are seamlessly connected and thoroughly planned, partners' marketing efforts are often ineffective — despite the brand's investments.

Reasons Behind Ineffective Partner Marketing

There are various reasons for the low yield from a brand's channel marketing investments. In many instances, partners' marketing tactics conflict with guidelines brand owners provide or the image and positioning they want to project. If requesting marketing support and funding is difficult, partners can be reluctant to engage with the brand owner, leaving funds on the table despite their small budgets. Unilateral plans that partners concoct on their own do not take into account the big picture across the entire channel ecosystem. In the absence of collaboration with the brand owner and mutual agreement on priorities, partners might spend what little funds they have on activities that fail to deliver the expected results and meet strategic goals.

All of this can be tied to inadequate technology. Performing channel marketing activities manually or using several siloed applications can easily introduce friction between brand owners and partners. Each activity and handover carries the potential for delays, errors, and a breakdown in communication. The channel then becomes a collection of cogs rather than one big marketing engine driving growth.

How Can You Rise to the Challenge?

The applications and services in the Channel suite help you effectively address these concerns:

- With e2open Collaborative Channel Planning, you can engage your partners and together create joint activity plans. The planning process includes emphasizing activities that have a clear contribution to your brand's strategic objectives, establishing an allocated budget and funding, and most importantly, gaining everyone's buy-in.
- You can deliver consistent marketing through your partners at scale using e2open Channel Marketing Automation. With this application, you gain the ability to empower users to easily create, publish, and manage various content types, campaigns, events, posts, and resources to generate more leads and increase sales.
- By streamlining the use of brand funding, e2open Rewards and Funds Management enables you to simplify partner engagement when you finance channel marketing initiatives. The application helps your marketers run complex partner funding programs effectively and efficiently, whether the programs are accrual-based or discretionary, global or regional.
- You can minimize your payment efforts and sharply reduce delays using e2open Payment Services. Such efficiency is essential when it comes to auditing and paying partner claims and invoices related to incentives and funding requests.

When deployed individually, these e2open applications and services simplify partner engagement, communication, and support in their specific functional areas. When deployed together, the applications help remove silos and smooth the handovers between planning, funding, execution, and payment for frictionless partner support across all aspects of channel marketing.

End-to-End Process Coverage

By using e2open's combined applications and services to bring together marketing activity planning, marketing execution, funds management, and post-delivery payments on a single operating platform, brand owners can connect and streamline every channel marketing process. This also makes it possible to incorporate partners' marketing needs into funding programs. With visibility into what funds and budgets are available for them, partners know what to expect up front.

The traditionally manual tasks of providing fund approvals and releasing payments to partners become automated with e2open. From beginning to end, planning, budgeting, funding, executing, claiming, auditing, and paying activities flow smoothly into each other for easy marketing to and through partners.

Effective Channel Marketing Budgets

Brand owners set up budgets to fund channel activities in the Rewards and Funds Management application. With the Collaborative Channel Planning application deployed alongside, brand owners and their partners can collaboratively create marketing plans and feed the information into the overall management planning and budgeting process. Closing the loop, owners and partners can assign budgets to the plans they create for fully operational, ready-to-roll plans. Channel Marketing Automation then supports partners in executing the plans and captures execution status and outcomes.

Visibility into plans, the results of historical marketing activities, and actual payments help brand owners understand which marketing activities and services are actively used and by what partners. Thus, brand owners can avoid planned and budgeted activities that are never consumed or paid for without bringing satisfactory returns. Combining the two applications helps owners create better budgets for improved working capital effectiveness.



High-Quality, High-Impact Channel Marketing

Plans created through Collaborative Channel Planning reveal the type of content and resources partners need to run effective marketing programs. The application also helps brand owners prioritize and focus their efforts on what is important for the channel. Channel Marketing Automation serves partners with that content along with comprehensive tools and services to help the partners deliver high-quality marketing. Analytics enable owners and partners to track the results and further confirm what works best.

Instead of using their limited resources or requesting funds to finance the development of marketing collateral, campaigns, and events of debatable quality, partners can simply select and easily customize content created for them by brand owners. As a result, brand owners gain more control over the quality of partners' messaging, positioning, and general marketing execution. By providing reusable and configurable marketing content and activities, brand owners reduce their cost-to-market. They can also encourage the use of funds on high impact programs. It is a win-win proposition.

Increased Productivity Through Automation

Channel Marketing Automation gives partners access to a marketplace of vetted third-party services for anything from tradeshow booths to contact lists and telemarketing support, all in one place. By deploying Channel Marketing Automation together with Collaborative Channel Planning, Rewards and Funds Management, and Payment Services, brand owners can automate pre-approval, proof of execution, and payments for anything in the Channel Marketing Automation marketplace that partners select and consume.

The simplicity of interaction makes partners more likely to prefer using marketplace services over services outside the brand owner's control. Automated notifications and communication for all applications alert partners and brand owners of funds about to expire, new content and tactics available for them, approvals requests, status updates, and any action needed to move processes forward. The combination of applications and services enables management by exception, therefore reducing engagement and processing efforts for both the brand owner and partner.



Streamlined Partner Engagement With Minimal Training

Together, these four applications from e2open's Channel suite enable brand owners to provide a unified point of interaction and streamline partner engagement. With instructions for every interaction and step-by-step guidance for each action, the applications provide an easy and intuitive path for partners from day one—without the need for in-depth training. The ease of collaboration and valuable content greatly increase the likelihood that partners will engage and utilize the funds and marketing content released for them.

Complementing the attractive user experience, a range of concierge services further encourages engagement. Dedicated e2open specialist teams support partners with everything from advice on content, campaigns, and tools to information about available funding, agency recommendations, and payment updates.

Predictable Return on Marketing Investment

Channel Marketing Automation measures the popularity of the resources and services that brand owners provide for their partners. The application tracks post-execution results and reports on partner pipeline activity and status, as well as the aging of leads generated through channel marketing.

Meanwhile, Rewards and Funds Management captures the expected ROI at the point when partners request funding and measures funds utilization across all programs. The combined deployment of the two applications uniquely helps brand owners compare initial predictions with actual results to gauge their future expectations. By doing so, brand owners can arrive at realistic ROI predictions and optimize the yield from channel marketing investments. This type of insight can then be an input into future marketing plans created collaboratively with partners.

Complete Partner Marketing Support From One Place

Channel Marketing Automation, Collaborative Channel Planning, Rewards and Funds Management, and Payment Services combine to give brand owners a centralized place in the cloud to support all their partners' marketing efforts. Organizations can have confidence that their channel will protect and amplify their brand, and partners are more likely to use funds wisely and reap the benefits of improved lead generation and sales.



Align marketing plans, content, funding, and services to drive better returns and remove friction from partner engagements. Deploy Collaborative Channel Planning, Rewards and Funds Management, Channel Marketing Automation, and Payment Services together for complete channel marketing activity coverage.

Key Benefits

- Improved ROI on funds by screening for the most effective activities and programs
- Lower cost-to-market through the one-time development of resources that are reused frequently across all partners
- Higher-quality partner marketing content and tactics that are deployed with greater speed
- Enhanced brand owner and partner productivity in handling funds due to automation
- Increased funds utilization as a result of simpler partner engagement processes
- Improved predictability for funding investments returns based on analytics that span the complete channel marketing cycle

About e2open

E2open is the connected supply chain software platform that enables the world's largest companies to transform the way they make, move, and sell goods and services. With the broadest cloud-native global platform purpose-built for modern supply chains, e2open connects more than 400,000 manufacturing, logistics, channel, and distribution partners as one multi-enterprise network tracking over 12 billion transactions annually. Our SaaS platform anticipates disruptions and opportunities to help companies improve efficiency, reduce waste, and operate sustainably. Moving as one.™ Learn More: www.e2open.com.

E2open and the e2open logo are registered trademarks of e2open, LLC. Moving as one. is a trademark of e2open, LLC. All other trademarks, registered trademarks, or service marks are the property of their respective owners.

SBCCMEASY222