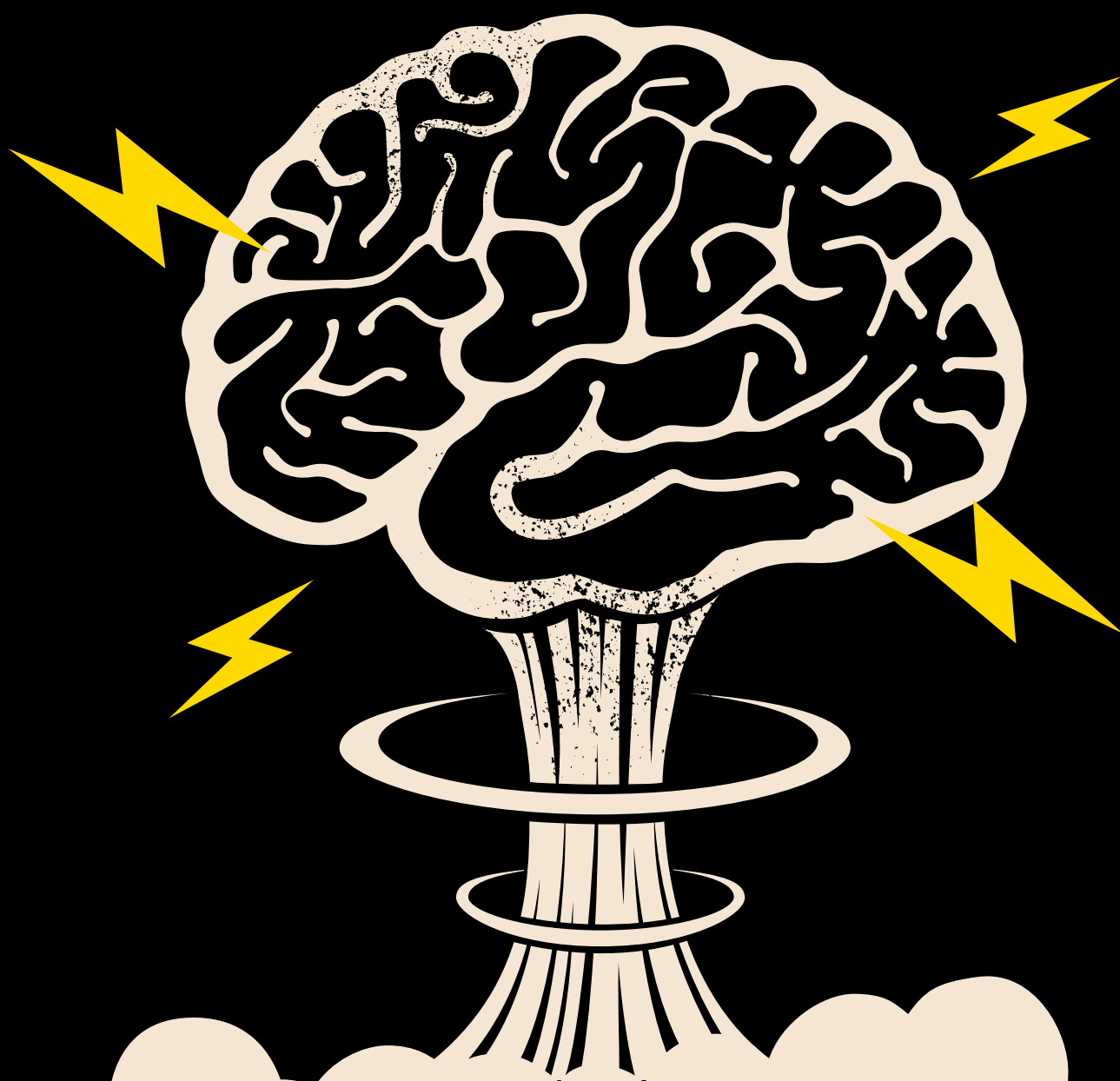


gyro:

CHANNEL YOUR POWER

Empower The Full Potential of Your Channel Partner Network



Marketing Optimisation Playbook
www.gyro-channel.com



WITH
GREAT POWER,

COMES

GREAT

RESPONSIBILITY.

The marketing challenge in the channel is different from a direct business-to-business environment. You're not trying to generate a sale by creating a desire to buy; you need to create a need and desire to sell, market and also support.

Driving transformation then, has to be an exercise in collaboration. You can't just send in the troops, you have to win the hearts and the minds of those you want to help change. You need to inspire them with something tangible, not concepts, but humanly-relevant ideas. You don't just want to be the change you want see, as Gandhi is often misquoted as saying, you also want to see the change you want to be!



At gyro, we believe that marketing transformation begins with a simple idea, one that can be expanded out into something much more powerful. This marketing optimisation playbook is a distillation of gyro's 15 years of channel experience. We have broken marketing optimisation into eight key strategic areas and identified a 'Power Play' marketing initiative that we believe will drive the biggest impact in the shortest time.

THE 8 POWER PLAYS

Power Play #1

CREATE MORE POWERFUL CUSTOMER PROFILES

Build a multi-channel marketing strategy around your key customers' buying behaviours using customer journey profiling techniques.

“

It would be naive to think that the problems plaguing mankind today can be solved with means and methods which were applied or seemed to work in the past.

- Mikhail Gorbachev

”

Power Play #3

CREATE AN EMPOWERING PARTNER EXPERIENCE

Power-up your partners by building a more dynamic Partner Demand Generation Centre.

Power Play #2

MAKE THE MOST OF WHAT YOU ALREADY HAVE

Establish your digital voice using the content you already have through content atomisation.

Power Play #4

BUILD A DIGITAL ENGINE FOR THE LONG HAUL

Put 'Search' at the heart of what you do with SEO.

“

The mark of the immature man is that he wants to die nobly for a cause, while the mark of the mature man is that he wants to live humbly for one.

- JD Salinger

”

Power Play #5

GET THE RIGHT TEAM IN THE RIGHT PLACE

Understand the modern marketing skill requirement to get the best out of your people.

“

We shall not cease from exploration. And the end of all our exploring will be to arrive where we started and know the place for the first time.

- TS Elliot

”

Power Play #6

DESIGN NEW PROCESSES TO FIT THE CHALLENGE

Drive operational efficiencies through agile marketing project management.

Power Play #7

BUILD THE TECH STACK THAT'S RIGHT FOR MARKETING

Integrate the latest marketing technology to create a single customer view.

“

There is no passion to be found playing small - in settling for a life that is less than the one you are capable of living.

- Nelson Mandela

”

Power Play #8

TURN SALES AND MARKETING INTO ONE FINELY-TUNED ENGINE

Embed marketing principles into the sales philosophy by adopting a joint playbook.



**CREATE MORE POWERFUL
CUSTOMER PROFILES**

Power Play #1:

CUSTOMER JOURNEY PROFILING

CREATE MORE POWERFUL CUSTOMER PROFILES

In the always-on age, customers want to engage over multiple mediums at any point in the day. So, if your real-world initiatives aren't aligned to your digital efforts, then all your hard-earned sales and marketing could be directing your customers to your competitors in the time that it takes to buy a cappuccino!

Build a multi-channel marketing strategy around your key customers' buying behaviours using Customer Journey Profiling techniques.

The most effective technique for figuring out who the customer is, what they will respond to, and how their buying behaviours are likely to evolve, is to develop a series of what marketing people call 'user personas'. A user persona is the archetypal person whom you want your marketing to reach. It's almost never just one persona, nor can you realistically do a good job with more than three or four.

Customer journey profiling helps you prioritise initiatives around key customers and their changing preferences but it's amazing how many businesses skip this important marketing process. Don't! It reduces complexity and creates clarity and helps to bring other lines of business into the marketing process. Once you've mapped out your customer journey, identified the key influencers and the main touch points, then you basically have your marketing strategy!

TIP: THINK MULTI-CHANNEL

According to Gartner, 'campaigns integrating four or more digital channels will now outperform single or dual campaigns by 300%'. Effective marketing in the digital era is an integration process.

It's about ensuring that you link everything together. Not just your on and off-line marketing initiatives, but your sales and marketing teams and technologies.



At gyro, we leverage a full-service marketing network on a global scale. That means there is no bias towards specific marketing initiatives. We can develop in-depth customer profiles and map them to the most impactful marketing solutions across geographies, then scale your marketing to the optimum level to help you maximise that marketing investment.



MAKE THE MOST OF WHAT
YOU ALREADY HAVE

Power Play #2:

CONTENT ATOMISATION

MAKE THE MOST OF WHAT YOU ALREADY HAVE

Content marketing has been a hot topic for some time now, so it's remarkable how many businesses are so poor at it. Making sure that your content addresses each stage of the buyer's journey across multiple mediums is now critical, but contrary to popular belief, you don't have to bust a gut to do it.

Reinvent, refresh and repurpose the content you already have through Content Atomisation.

Content atomisation is an incredibly powerful and increasingly prevalent modern marketing technique. It's the process of breaking content into more digestible and searchable formats and mapping it to the customer decision-making process. This makes it more accessible on a mobile device, but also enables the marketer to measure the impact of individual content and messaging much more readily.

If you map a standard buyer's journey to your average channel reseller's online content, more than 80% is usually focused on just one stage - 'the technical solution'. That usually leaves about 15% for 'education' and less than 5% for 'vendor selection' (quite often nothing is allocated to on-boarding). With a few copy tweaks and repurposing however, this can be easily rectified, leaving a businesses with an online presence and a content strategy that properly reflects their customer's buying journey.

TIP: BE CONTENT SMART

According to Marketo, '62% of marketing operations are now scaling their marketing by duplicating over half of their campaigns'. The secret is knowing how to re-use the same content in different formats. A white paper for instance, is not just a symbol of your technical prowess, it should also form the basis of a series of eBooks, blog posts, opinions pieces and even videos.



gyro will undertake audits to identify where all your content sits in relation to your customers' buying journey. Then we'll help you repurpose it to make sure it's optimised for multi-channel use. We can also help you to build more effective content evaluation and management processes, as well as develop your storytelling to work in an always-on economy.



**CREATE AN EMPOWERING
PARTNER EXPERIENCE**

Power Play #3:

DYNAMIC PARTNER DEMAND GENERATION CENTRE

CREATE AN EMPOWERING PARTNER EXPERIENCE

Ensuring that their network can get to through-partner marketing assets and know how to use them properly, is the basis of every successful vendor channel marketing programme. But intuitive access to co-branded marketing material is now the bare minimum that partner marketing managers should expect.

Power-up your partners by building a more dynamic Partner Demand Generation Centre.

In the digital age, channel businesses need vendors who are going to help them drive competitive advantage, not just more leads. So, vendors have to take the partner portal to the next level and offer dynamic demand generation services that support and drive more advanced marketing.

'Campaign-in-a-box' type initiatives have been very successful in helping partners get off the marketing blocks, but vendors now need to be thinking beyond this and helping partners to link, maximise and then extend vendor-develop assets.

TIP: COMPLETE THE PARTNER EXPERIENCE

The aim can't just be to get partners up and running or driving more digital initiatives, it has to be about starting your partners on a journey towards integrated multi-channel marketing. Vendors now have to be thinking about the 'complete partner experience' and how they help their partners utilise marketing technologies and drive operational efficiencies across the sales and marketing process.



At gyro, we have been working with a number of blue-chip vendors to develop dynamic Partner Marketing Centre solutions. As a result, we're moving partners from basic demand generation activity, to helping them develop more integrated marketing programmes utilising advanced marketing solutions and technologies.



Power Play #4:

SEARCH ENGINE OPTIMISATION

BUILD A DIGITAL ENGINE FOR THE LONG HAUL

People no longer look to humans alone for advice. Today, many use Search Engines to answer some of life's biggest questions. They think in concepts, not words, so you need to translate this for your business.

Put 'Search' at the heart of what you do with Search Engine Optimisation (SEO).

It's easy to get seduced by highly visible social media channels. That's not to undermine their effectiveness if you're using them in the right way. But the more we become accustomed to atomised content, the more important Search becomes. Search engine optimisation might not be as glamorous, and take a lot longer to work, but it can't be ignored if you're in this for the long haul.

TIP: EVERY SALE STARTS WITH A SEARCH

According to Hubspot, 'only 29% of customers want to talk to a sales person to learn more about a product. 62% prefer to consult a search engine first'. Search engines have changed how customers want to engage with businesses and have driven a preference for self-education. But SEO does not exist in a silo. Other digital marketing disciplines like social media, content marketing and conversion optimisation all thrive when combined with solid SEO best practices. It's important that you develop an integrated digital programme and get all your digital assets working together for the biggest impact.



gyro is part of one of the world's largest full-service marketing agencies. We deliver professional marketing service through-the-line for some of the biggest and most innovative companies. With a global reputation of delivering humanly relevant creativity in the enterprise space, there are few companies better placed to advise channel businesses on marketing planning, execution and transformation.



GET THE RIGHT TEAM
IN PLACE

Power Play #5:

MARKETING SKILL OPTIMISATION

GET THE RIGHT TEAM IN PLACE

According to a recent BlueVenn study, '72% of marketers now value data analysis over social media skills'. But 'big data' is only useful if we know how to use it as the inspiration for ideas that work on a human level.

Understand the modern marketing skill requirement to get the best out of your people.

Businesses now need people who can manage more complex, multi-channel marketing campaigns. There's also a growing niche focus that partners have to adopt in order to continue to create competitive advantage, but which they are solving by bringing in vertical industry specialists and teaching them marketing. There's no doubt about it, the optimal marketing set-up is dramatically changing and channel operators are going to have to respond to that.

TIP: TRAIN TO TRANSFORM

The ideal scenario for a business where there's a transformation requirement, is for existing people to step up to the plate. But that's unlikely to happen if they are not empowered to expand their knowledge base. So, put them on complimentary skill development courses (e.g. project management, market research, or data analysis) rather than marketing refresher courses and let them help you figure that out.



At gyro, we understand what these new skills are, because we've had to evolve too. Our clients are now able to tap into a sophisticated knowledge of digital marketing and transformation, but this also extends to on-boarding, training and even recruitment. Gyro can also help you analyse and restructure your marketing set-up so that you have the right people and processes in place to optimise the digital marketing opportunity.



**DESIGN NEW PROCESSES
TO FIT THE CHALLENGE**

Power Play #6:

AGILE MARKETING

DESIGN NEW PROCESSES TO FIT THE CHALLENGE

It used to be that once you'd figured out what customers responded to, you could build marketing programmes around that for a few years. But today, you have to be constantly questioning the effectiveness of your marketing vehicles. That's much easier to do if you structure your business processes around constant testing and evaluation.

Design new processes around the tasks at hand by adopting Agile Marketing project management.

There's a lot of movement in marketing circles towards agile marketing-type initiatives. 'Agile' breaks down marketing processes to enable rapid development and continuous testing, and then prioritises activity around customer (not operational) requirements. That manifests itself in more short-cycle initiatives, with a greater emphasis on dynamic project management.

In effect, this means marketing teams moving away from fixed annual planning cycles, to more dynamic structures that are designed to flex according to changing customer behaviours.

The great thing about agile ideas, is that you don't need to fully implement every principle to get benefits from them. Most companies take a step-by-step approach, cherry-picking the initiatives that enable them to drive quick efficiencies and organisational acceptance.

TIP: USE AGILE DATA TO DRIVE OPERATIONAL FOCUS

According to research by agilemarketingmanifesto.org, most marketers currently report spending about a third of their time on the tasks that create value, and the rest on emails, managing ad hoc requests and other work. By adopting agile marketing processes to regulate the flow of day-to-day requests, you ensure that teams use market data to prioritise higher-value projects.



At gyro, we have developed a unique insight into agile marketing and project management techniques in order to help clients focus on delivery, integrate testing initiatives into marketing structures and measure impact continuously.



**BUILD THE TECH STACK
THAT'S RIGHT FOR MARKETING**

Power Play #7:

TECHNOLOGY INTEGRATION

BUILD THE TECH STACK THAT'S RIGHT FOR MARKETING

According to Adobe, 'More than half of organisations say that "non-integrated tech platforms" are the single biggest barrier to running more integrated marketing activities'.

Integrate the latest marketing technology to create a single customer view.

Technology plays a key role in today's marketing world and there is a myriad of mar-tech available to the channel partner today. Understanding what these technologies do and how they link into the wider business landscape is now an important part of the marketing role. The key is to adopt technologies that are built for marketing, not to try and shoe-horn sales-driven tech into the business process in the name of 'integration'. The danger though, is to see these technologies as some kind of marketing panacea, because their success is still reliant on the quality of the content that they help to manage.

TIP: LEVERAGE LEAD SCORING

Marketing automation systems are great tools for managing campaigns, but if you haven't established clear guidelines on the sales handover, then you run the risk of undermining the whole marketing effort.

Establishing a process of lead scoring and management will enable you to withhold non-sales-ready leads from the Sales team, and continue to nurture them to the point that they are sales-ready. This will help you manage the early stages of the pipeline and ensure the hand-off of more qualified leads, improving lead conversion and sales effectiveness.



At gyro we have been at the centre of the evolution of marketing technologies. We can help your company understand the scope of marketing technologies available to them and maximise their effectiveness. We are not aligned to any platform or process, so we can build technology implementation into your marketing programme, based on the needs of your customers and the stage of your businesses' development.



**TURN SALES AND MARKETING
INTO ONE FINELY-TUNED ENGINE**

Power Play #8:

SALES AND MARKETING PLAYBOOK

TURN SALES AND MARKETING INTO ONE FINELY-TUNED ENGINE

Marketing in the digital era is a lead management, not just a lead generation function. Ensuring sales-and-marketing process and technology integration is now a top priority for channel business partners.

Embed marketing principles into the sales philosophy by adopting a joint Sales and Marketing Playbook.

According to Forrester, 50-70% of the average channel sales process is now complete before sales teams become involved. That doesn't mean that Sales are less important, it just means that they are going to have to deal with more educated customers and have less impact in the early stages of the funnel. But this changes the sales and marketing dynamic. Partners now need to calibrate their channel business by establishing sales and marketing alignment through processes that help teams work with, not against one another.

TIP: WORK INTEGRATION HARDER

An initiative such as a sales and marketing playbook, where teams agree common terminologies, methodologies and communication platforms, is one way of driving integration. With these, you can embed marketing-led concepts such as lead scoring and qualification into the sales framework and start to create a common methodology for life in a digital world.



At gyro, we have developed a unique insight into best practices in sales and marketing integration. Our experiences have extended beyond technology to helping businesses to develop sales and marketing processes and culture integration. Sales and marketing alignment is the key to marketing optimisation. If there's one initiative that will help you move the needle, then this is it!

“

Everything will be okay in
the end. If it's not okay,
it's not the end.

”

- John Lennon

There has been a huge push to drive digital marketing initiatives in the channel. While digital media has a key role, it can't be rolled out as a series of isolated initiatives, it has to be part of a multi-channel marketing offensive that enables your customer to embark on a journey of self-education.

The first stage in driving marketing optimisation is to understand what that customer journey really looks like. When you have that, then you have the basis of your marketing plan. But you won't have to re-invent the wheel to make a big difference. With a few tweaks, you can usually repurpose what you already have and start driving more effective marketing almost immediately.

But to take marketing to the next level is a more complex procedure, because a re-evaluation of process and skill requirements is required, and it's ultimately dependent on your organisation's ability to foster a culture of integration across lines of business.

What's important for a channel vendor now, is to start thinking about creating an exceptional and complete partner experience. Providing access to two-dimensional co-branded marketing material isn't enough. To empower your partner, you need to help them develop competitive advantage, not 'me-too' marketing.

Likewise, for the majority of channel partner businesses, mapping out buying journeys and re-purposing content may be resource-intensive initially, but it will create a foundation for all future digital marketing programmes.

To be good at marketing these days, you have to be constantly questioning what is working. Nothing can exist in isolation anymore; sales, marketing, systems and process all have to line up, and the businesses that are grasping the marketing opportunity are already re-defining the channel.

gyro:

Marketing Optimisation Playbook
www.gyro-channel.com