

Destination ROMI

Making Connections to
Make your Channel Cha-Ching

Ken Romley

President & CEO | Zift Solutions

@kenromley
@zift

Chad Reese

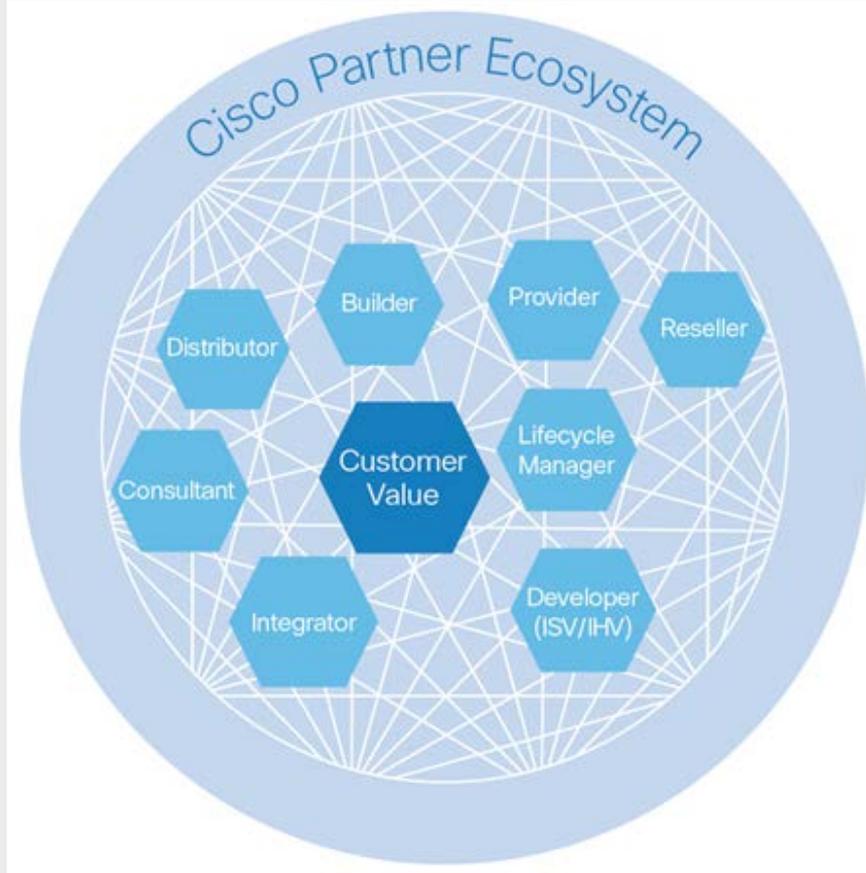
Director, Partner Digital Mktg. | Cisco

@chadar
@cisco

Zift Solutions



Trusted by **68%** of the
top Channel Chiefs



60K+ Partners

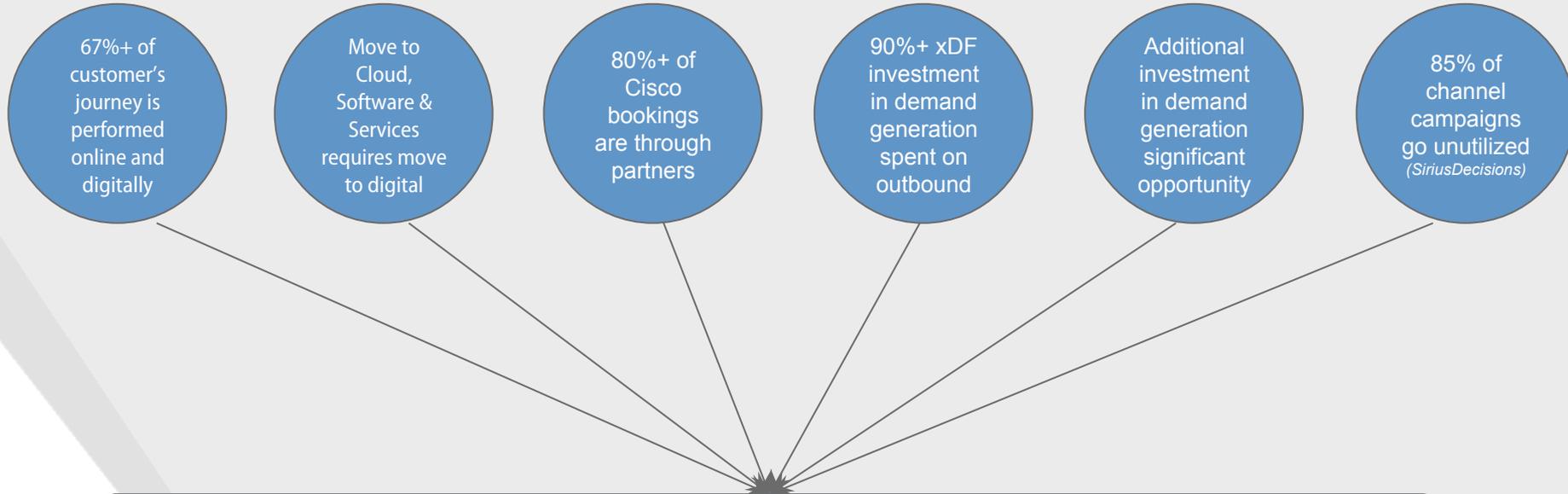
300K+ Partner Sellers

Drive 80%+ of Revenue

\$242B Revenue by 2017

\$2.6B+ Sales Qualified Lead
(SQL) Contribution
FY16

Road to Partner Digital Marketing



Partner Digital Marketing

Incremental xDF Investment for Demand Generation

Shift the Mix to Digital, Inbound, Social, Data

Cisco Engage Video:

<https://www.youtube.com/watch?v=fV6abPkDPMU>

Partner Engage

Partner
Marketing
Central



Scale Digital Demand Execution

Marketing
Velocity



Enable Partners &
Drive Adoption

Digital
Demand
Services



Acquire Customers & Generate
Leads

Digital
Marketing
Experts



Drive Partner Alignment &
Investment

Future-forward model for partners to engage with Cisco marketing enablement, content and offers, and next-gen digital demand generation services to engage customers and drive revenue





1

Optimize
Your

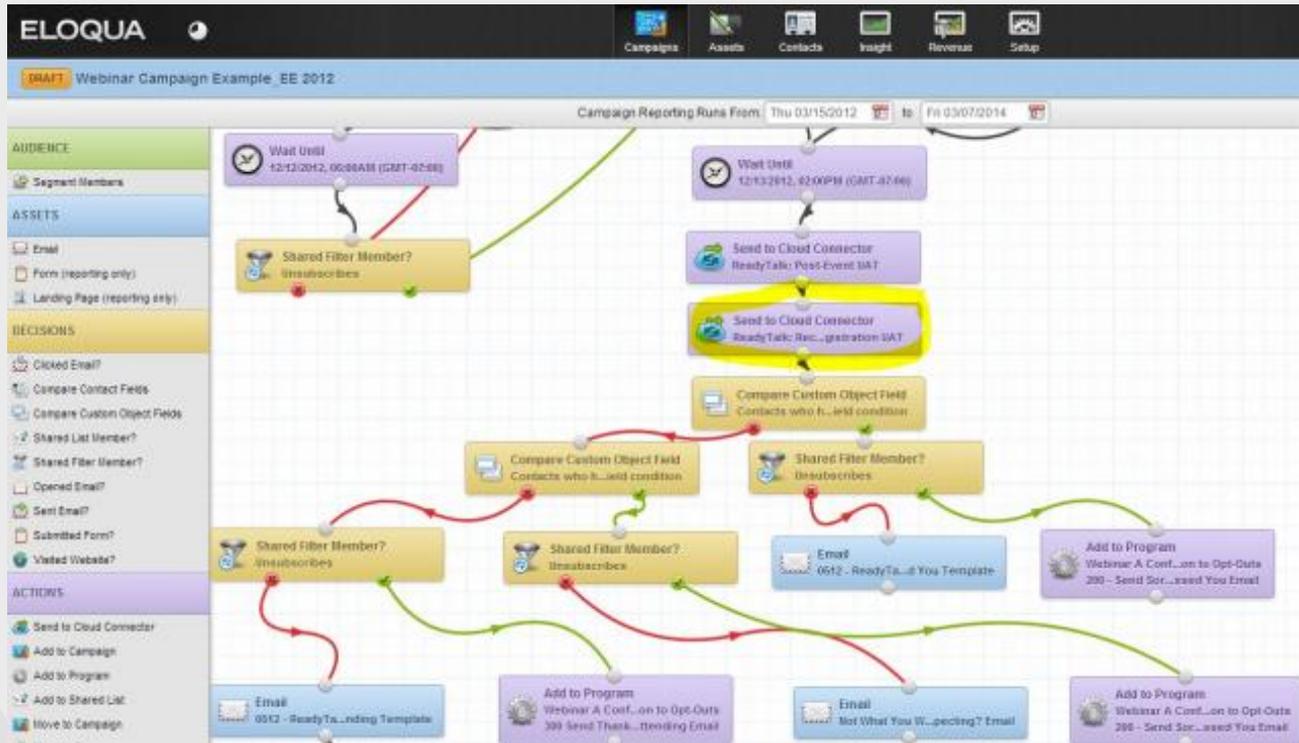
Marketing

{Ace the bread-and-butter tactics ...}

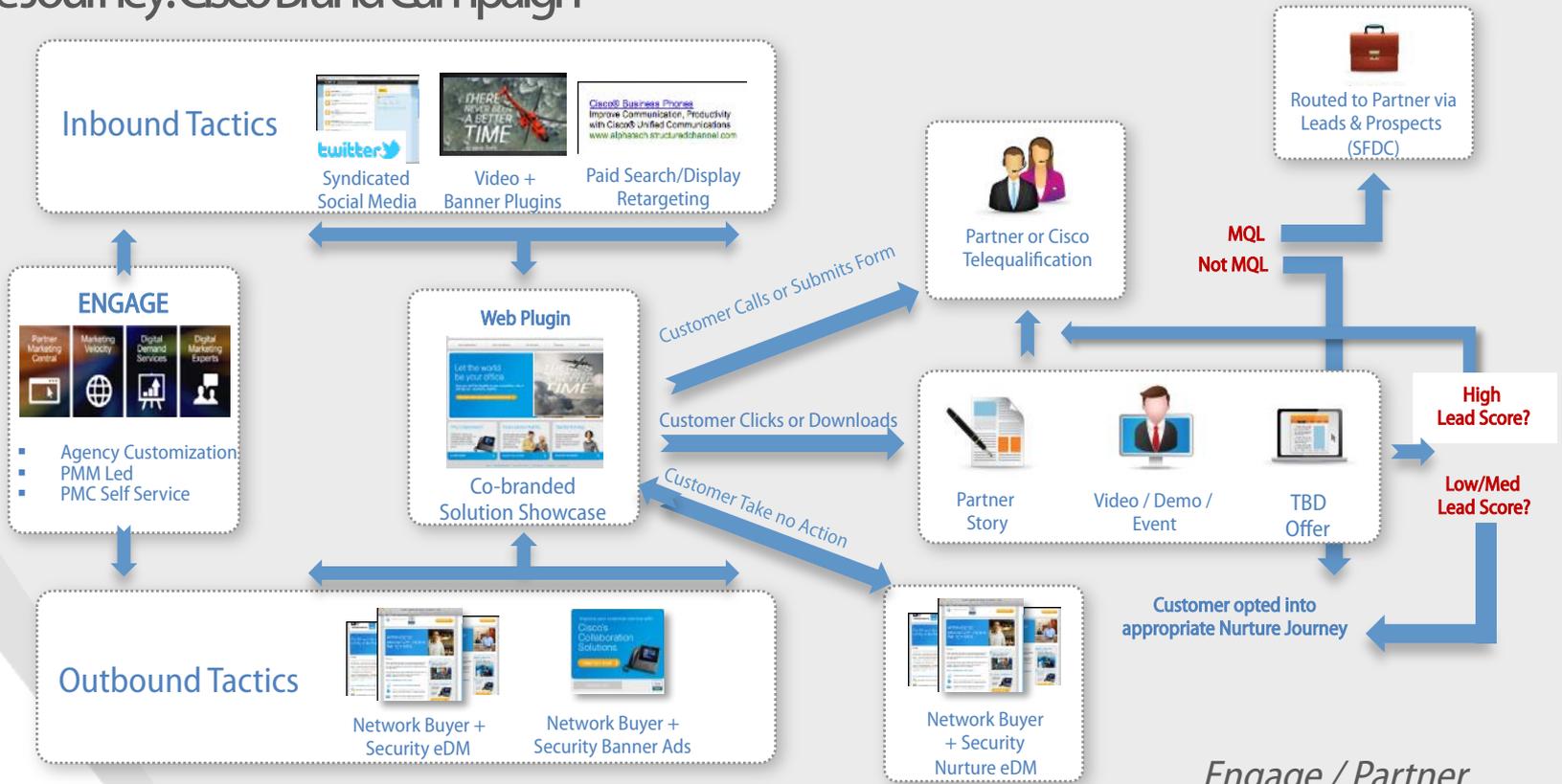
Activities lacking coordination degrade performance



Marketing Automation Delivers



Sample Journey: Cisco Brand Campaign



Engage / Partner Marketing Central Enabled

Cisco Partner Marketing Central

Campaigns Web Pages Social Media Collateral Analysis Contacts Funding \$16,000 Zane Help

Partner Marketing Central

50 Billion Reasons to Execute This Campaign

We're here to help you and your partners capture your share of the US\$50 billion annual unified computing market.

[Launch Campaign](#)

Funding summary

Expiration date	Program	Allocations	Available Balance	
27-Jul-15	Joint Marketing Funds	\$1,000	\$1,000	Actions -
27-Jul-15	Partner Pass	\$5,000	\$5,000	Actions -
27-Jul-15	Client MDF	\$1,000	\$16,000	Actions -
Total		\$36,000	\$19,000	View details

Exiting in the next 30 days

Search Campaigns and Programs Quick Links [Get started](#) [Give feedback](#)

Current activities

Funding tasks	Lead tasks	Campaign tasks
5 Pending tasks Aging activities: 3 Claims on hold: 1 Pending review: 1	26 New leads Action required You have new leads that require action.	3 Pending tasks Social post needs approval Item needs order Schedule email Email post in campaign
View all	Lead analysis Action leads	View all

Recommended for you

Discount DG service

Learn ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

[Details](#)

The center of tomorrow

Learn ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.

[Details](#)

Tying Funding + Marketing Execution

Personalized Partner Experience

Tying Marketing Enablement + Execution Together

Customizable, Platform-Delivered Demand Services

Real-Time Campaign Syndication via Partner Digital Channels

Campaign Performance Reporting

Full-Service Paid Search Marketing

Partner Value Proposition

Generate pipeline and revenue with a proven digital tactic (ROI of 67:1)

SEM campaigns optimized in real time without having to manage them yourself

Coordination of ads with Cisco and other Partners

Leverage learnings from Google and our Cisco digital marketing teams

Customize the experience with your brand and differentiation

Bypass the claim and proof of execution processes —just sign up!

Search Results Example

Current ...



About 2,460,000 results (0.33 seconds)

Cisco® Video Conferencing - cisco.com
www.cisco.com/go/collaboration
5 ★★★★★ rating for cisco.com
Exceptionally Clear & Easy-To-Use. Explore Our Collaboration Solutions
Video Collaboration Tools · Next Gen. Collaboration · Easy-To-Use Conferencing
View Products & Solutions Transform the Workplace
Video Conferencing Paper Collaboration for Anyone

Tech Vendor

Conferencing for Business - Lifesize.com
www.lifesize.com/ (855) 999-4793
Get Your Free Comparison Guide. Make Meetings Simple. Free Guide!
Complete Security · Flexible plans · Try Lifesize for Free · Connect on any device
The consistent reaction is - that's impressive quality. - UCStrategies
Demo: See How Easy It Is - The Cloud Advantage - Free Comparison Guide

Competitor

Video Conferencing - Cisco
www.cisco.com/c/en/us/.../conferencing/video-conferencin... Cisco Systems
Cisco web conferencing and online meeting capabilities facilitate compelling, productive team online meeting experiences.
Cisco TelePresence Server - Cisco TelePresence Conductor - VCS

Organic

... vs. Potential



About 2,460,000 results (0.33 seconds)

Cisco® Video Conferencing - cisco.com
www.cisco.com/go/collaboration
5 ★★★★★ rating for cisco.com
Exceptionally Clear & Easy-To-Use. Explore Our Collaboration Solutions
Video Collaboration Tools · Next Gen. Collaboration · Easy-To-Use Conferencing
View Products & Solutions Transform the Workplace
Video Conferencing Paper Collaboration for Anyone

Tech Vendor

Cisco Video Conferencing - Video Conferencing for Businesses.
ciscovar.us/Videoconferencing
Register for Your Jumpstart Guide!

Partner

Video Conferencing - Cisco
www.cisco.com/c/en/us/.../conferencing/video-conferencin... Cisco Systems
Cisco web conferencing and online meeting capabilities facilitate compelling, productive team online meeting experiences.
Cisco TelePresence Server - Cisco TelePresence Conductor - VCS

Organic

A Platform for the Future



*Minimally
Viable
Product*

Cisco + Partner
Shared Analytics

Simplified
Partner Lead
Management

Structured
Partner
Marketing
Planning

Lifecycle Joint
Marketing
Automation

"Meet in the
Channel" w/
Ecosystem
Partners

What Else?...

A close-up photograph of a hand holding a stack of poker chips on a green felt table. The hand is positioned in the upper left, with fingers gripping a stack of red and white chips. In the foreground, there are stacks of green, blue, and black chips. The background is blurred, showing a person in a white shirt. A large, semi-transparent red circle is overlaid on the left side of the image, containing a white number '2'.

2

Who to make
Bets
On?

Marketing Indexing Scoring



Marketing
Sophistication



Technology &
Infrastructure



Engagement &
Relationship



Marketing Innovation Score

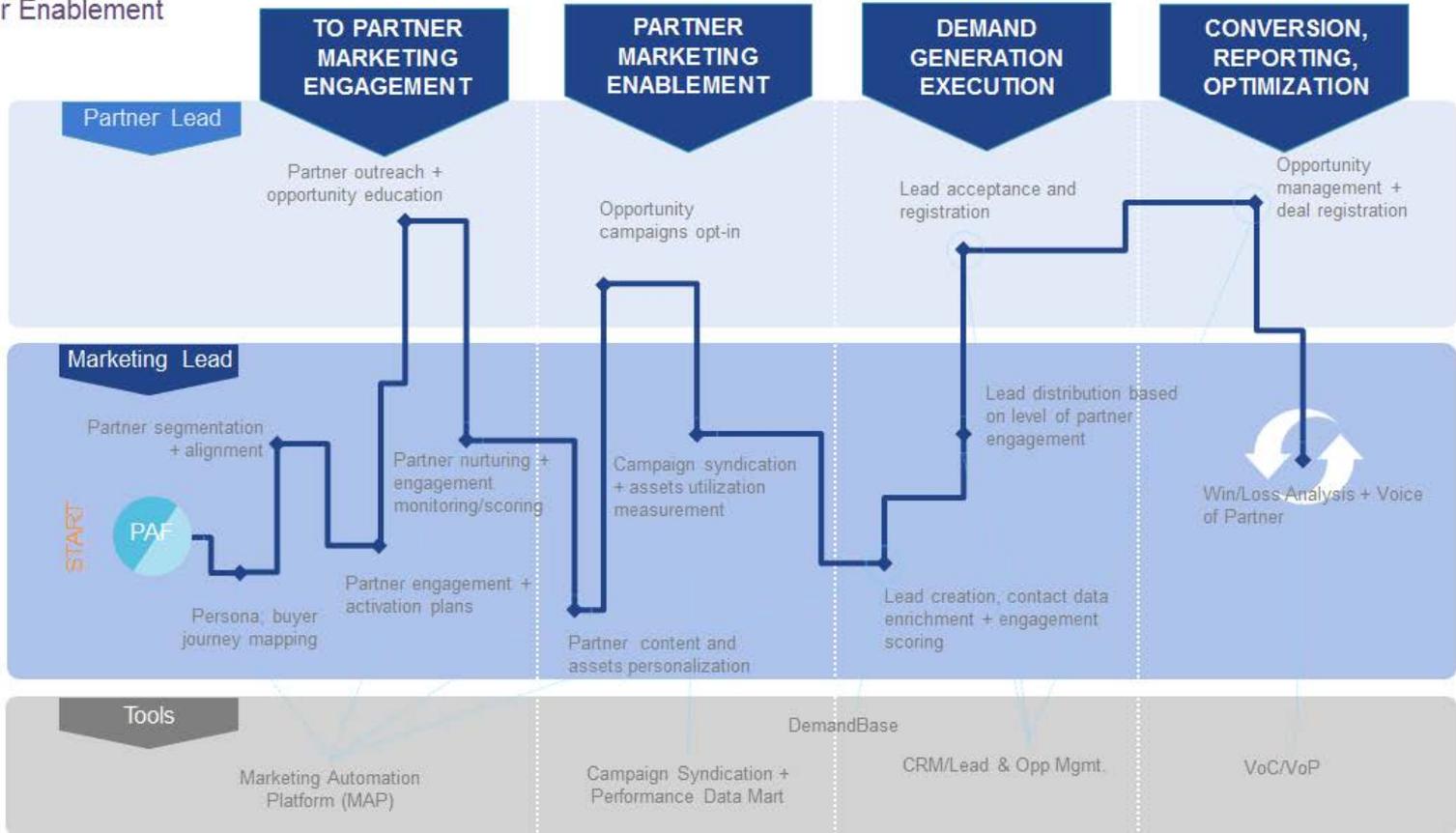
1. Innovate
2. Fuel
3. Develop

The Right Experience for the Right Partner

To and Thru Partner Enablement



Marketing Maturity



Personalized experience drives adoption

Homepage Hero Banners

“Recommended for You” Campaigns
& Services

Personalized, Trigger-based
Communications

1-to-1 Partner Marketing Manager
Comms

The screenshot shows a dashboard for a Partner Marketing Manager. A yellow callout box highlights a hero banner with the following content:

50 Billion Reasons to Execute This Campaign

We're here to help you and your partners capture your share of the US\$50 billion annual unified computing market.

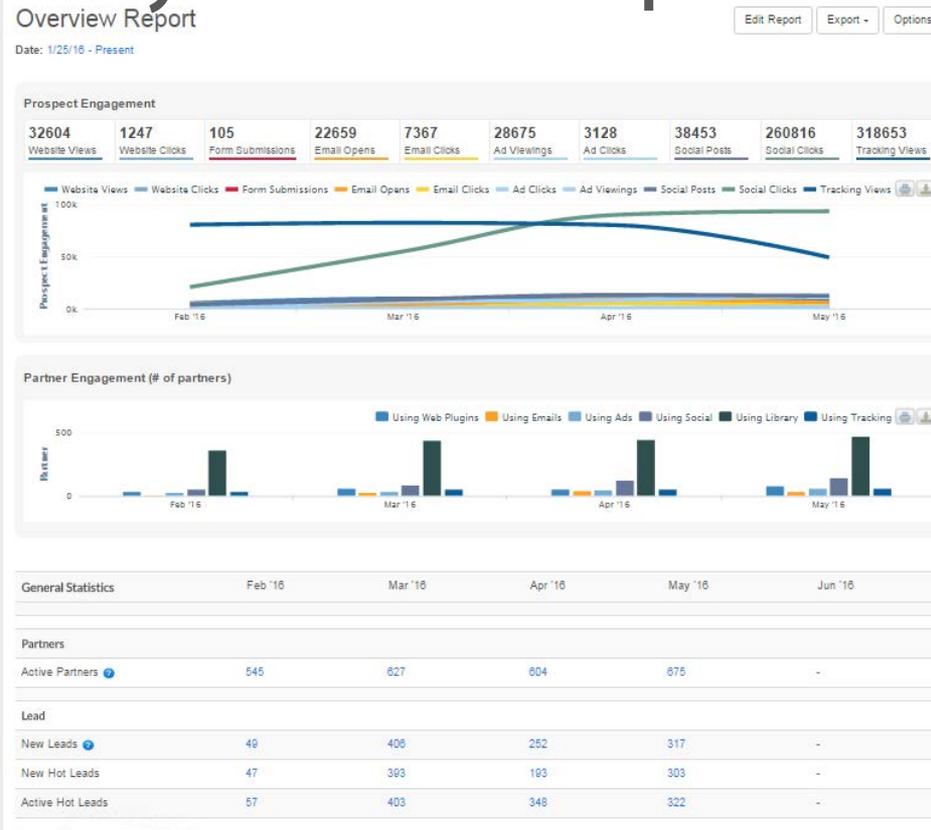
[Launch Campaign](#)

The dashboard also features a 'Funding summary' table:

Expiration Date	Program	Allocations	Available Balance	
27-Jul-18	Joint Marketing Funds	\$1,000	\$1,000	Actions -
27-Jul-18	Partner Pkts	\$1,000	\$1,000	Actions -
27-Jul-18	Cloud MCF	\$1,000	\$1,000	Actions -
Total:		\$30,000	\$30,000	View details

Below the table, there are sections for 'Lead tasks' and 'Campaign tasks'. The 'Lead tasks' section shows 5 pending tasks and 26 new leads. The 'Campaign tasks' section shows 3 pending tasks. At the bottom, there are 'Recommended for you' sections for 'Discount DG service' and 'The center of tomorrow'.

Accountability drives adoption...



A grid of wooden spice containers, each filled with a different spice. The containers are arranged in rows and columns. Some containers have handwritten labels on top, such as "carve 2.10/100g", "melange cayenne 1.40/100g", "piment fort 2.70c/100g", "piment 2.30/100g", and "paprika 1.00/100g". The spices vary in color and texture, including red, orange, green, and brown powders, as well as whole seeds and dried herbs.

3

Which

Flavors Go Together?

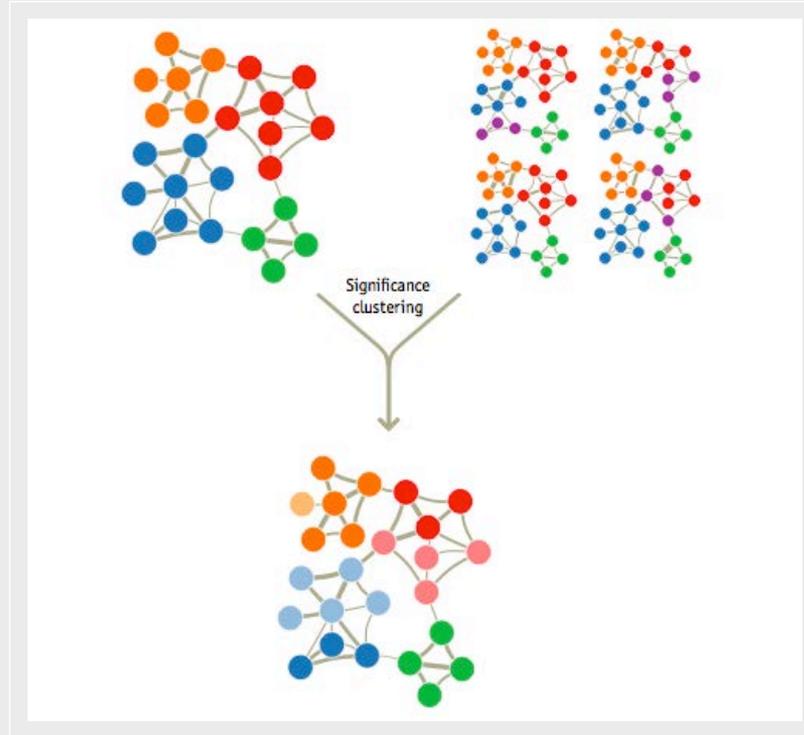


Coordinated,
co-branded
partner
campaigns ...



... drive
a more
powerful
approach

Alliance Marketing: Partner clustering data shows natural groupings



4

Getting
{and} Keeping
Engagement

Embrace Inequality

Different Sizes = Tiered Engagements





In-Product Analytics

Understand how partners are succeeding
inside the system

Plan

Defining your objectives is the essential first step to a successful marketing program. Here is your plan complete with the best tactics needed to achieve your goals.

See My Plan



Recommended Campaigns

Most Recent

2012 Global Campaign 2 - Applications (Application)

Effective Dates:
* on October 31, 2012

* campaign is built to drive



Here's a Great Place to Start



DK Agency Campaign

Effective Dates: Started on September 30, 2015



Ad Hoc -- Campaign

Effective Dates: January 31, 2014 - January 31, 2039



Angela Test Campaign

Effective Dates: Started on January 25, 2016



Need Assistance?

Click [here](#) to check out our help forums

Tips and Tricks

Need help? Head on over to the [Knowledge Base](#) for guides and FAQs!

Key

Number of Clicks in Last 30 Days

Many Few

Browse campaign path



REPORT SUMMARY

Segment	Non-Zift Users
Date Range	Last 30 Days (Mar 15, 2016 - Apr 13, 2016)
Last Run	Apr 14, 2016 9:26:52 AM EDT

PATH

Page: Campaigns - Browse - Specific Campaign 20,485 visitors	Page: Campaigns - Specific Campaign - Summary 7,329 visitors (36%)	Page: Campaigns - Specific Campaign - Specific Mailing 3,487 visitors (48%)	Page: Campaigns - Specific Campaign - Summary	Other
		Other 2,916 visitors (84%)		
		Page: Campaigns - Browse - Specific Campaign		
		Other 3,125 visitors (43%)		
	Page: Campaigns - Browse - Specific Campaign - Specific Program 1,812 visitors (9%)	Page: Campaigns - Browse - Specific Campaign		
		Other 985 visitors (54%)		
	No Next Step 1,488 visitors (7%)			
	Page: Campaigns - Specific Campaign - Activate 1,087 visitors (5%)	Page: Campaigns - Specific Campaign - Summary		Other
	Page: Home - Avaya	Other		
	Page: Home - Cisco	Other 893 visitors (100%)		
	Feature: Advanced Filter - Group Expand/Collapse	Other		
	Feature: Nav - Name Dropdown	Other		
	Feature: Nav - Campaigns tab	Page: Campaigns		Page: Campaigns - Browse - Specific Campaign
	Page: Campaigns	Page: Campaigns - Browse - Specific Campaign		
Page: Login	Other			
Page: Campaigns - Browse Emails	Other			
Page: Impersonate User	Other			
Other 3,730 visitors (18%)				

Tying Marketing Enablement & Execution Together

Website (change) | Log in | Account | Register | My Cisco

Products & Services | Support | How to Buy | Training & Events | Partners

← Back to Partner Central Marketing Best Practices

MARKETING VELOCITY HUB

Welcome to the Cisco Marketing Velocity Hub! Offering you marketing best practices from across the farthest reaches of the Web.

HOW TO CONVINCE USERS TO CLICK YOUR AD
How to Convince Users to Click Only Your Ad (and Ignore the Rest)
Read Article

Create remarkable Customer Experiences with Content Marketing. Attend a Cisco Marketing Velocity Roadshow Event Near You!
Register Now

Inside the Content Marketing
A special sense from Mediasift
How Content Has Transformed Marketing and PR
Read Article

Learn Search Strategies from Google -- Accelerate Your Revenue with this Webcast!
Register Now

How B2B Marketers Are Using Digital Video
Read Article

How to Use Kanban to Scale Your Content Marketing (Infographic)
Read Article



Marketing Tip: Generate more leads from search engines

93 percent of online experiences begin with search engine. Search Engine Marketing (SEM) can increase your visibility in search page results while reducing your cost per lead. 2

[Learn more](#)

Featured enablement article

Read article

Marketing Tips

Generate more leads from search engines
Next Marketing Tip

Discount DG service
Details

The center of tomorrow
Details

Close

Want behavior modification?

Tie MDF allocations
to specific demand-gen goals

Tying Funding & Marketing Execution Together

Get Back to Collaboration

Help your partners generate demand for Cisco's recently revamped portfolio of market-leading video solutions.

[Get Started](#)

Funding Summary

Expiration Date	Program	Allocations	Available Budget	Actions
18-Aug-15	Joint Marketing Funds	\$10,000.00	\$9,000.00	Actions -
14-Oct-15	Partner Plus	\$20,000.00	\$18,000.00	Actions -
14-Oct-15	Cloud MDF	\$10,000.00	\$9,000.00	Actions -
Total		\$40,000.00	\$36,000.00	View Details

Funding Details

Total Funds: \$16,800.00

Joint Marketing Fund (JMF)

Joint Marketing Fund (JMF) Administration Available: \$4,300.00

Fund Name	Plan Allocation	Expiration Date	Available Budget	Approved Budget	Claims Outstanding	Claim Due Date	Pending Payment	Paid
O4_JMF Allocation		Dec 30 2015	\$4,300.00	\$4,300.00	0	None	\$0.00	\$0.00

Partner+

Partner+ Administration Available: \$12,500.00

Fund Name	Plan Allocation	Expiration Date	Available Budget	Approved Budget	Claims Outstanding	Claim Due Date	Pending Payment	Paid
Available Partner+ Funds		Dec 31 2015	\$5,000.00	\$5,000.00	0	None	\$0.00	\$0.00
More Partner+ Funds		Dec 30 2015	\$7,500.00	\$7,500.00	0	None	\$0.00	\$0.00

[Back To Top](#)

Tele-marketing service: Telemarketing with Email Blast

Please fill out the additional details for this Full Service Activity.

- Select an agency**
This marketing tactic will be executed by **Market Resource Partners**.

Market Resource Partners
MRP provides marketing technology and services to some of the largest global technology brands, distributors and partners. Headquartered in Philadelphia, MRP has a global reach with offices in Latin America, Europe, and Southeast Asia. For over 13 years, clients have relied on MRP to drive pipeline and deliver the insights needed to more effectively sell to their key target markets. MRP provides clients with best in class software and support, closely complemented with a broad portfolio of market.

- Select funds**
Select from the available funds to help cover the cost of the tactic.

Cost: \$3,425.00

Joint Marketing Fund (JMF) Cost: \$

This payment is invalid.
+ Add more funds

Balance: \$3,425.00

- Provide order details**
Provide the following details for the agency.

Target Region

- Central (IL-KS-RY-IA-LI-IN-IL-MN-ND-NE-OH-SD-WI)
- East (CT-DC-DE-MD-MA-VA-PA-NY-NH-RI-VA-VA-VT-WV)
- South (AL-AR-FL-GA-LA-MS-NC-OK-SC-TN-TX)
- West (AZ-AR-CA-CO-HI-ID-MT-NM-NV-OR-UT-WA-WY) National/Not Regional Specific

Integrated Funding View

Demand Generation Services Marketplace

5

It's

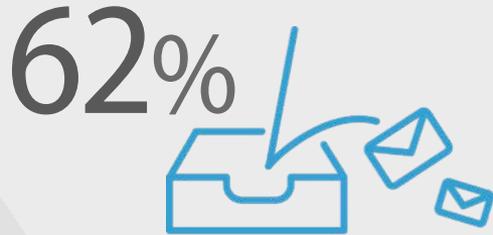
All About Measurement & ROI

{Now more than ever...}



Compare against industry averages + trends

Every Year, the Data Tells a Scary Story ...



of companies' email deliverability rank as "Questionable" at best



of contacts lacked a working phone number



of records were missing revenue and industry data, two critical components of lead scoring

Takeaways

1 Optimize Your Marketing

2 Make Better Bets

3 Know Your Flavors

4 Keep Engagement

5 Measure ROI

What To Do Monday Morning

1 Get Access to Raw Data

- Partner website traffic
- Partner tool use traffic
- Industry averages basis for all

2 Start Experimenting

- See what peers are doing well and test
- Coordinated PPC
- Predictive analytics
- Alliance campaigns

Thank you!