Destination ROMI

Making **Connections** to
Make your **Channel** Cha-Ching

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Ziftsolutions.

Zift Solutions

CRN

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

Zift solutions.

Cisco Partner Ecosystem

Distributor · Builder · Provider · Reseller · Consultant · Customer Value · Lifecycle Manager · Integrator · Developer (ISV/IHV)

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

67%+ of customer's journey is performed online and digitally

Move to Cloud, Software & Services requires move to digital

80%+ of Cisco bookings are through partners

90%+ xDF investment in demand generation spent on outbound

Additional investment in demand generation significant opportunity

85% of channel campaigns go unutilized *(SiriusDecisions)*

Partner Digital Marketing

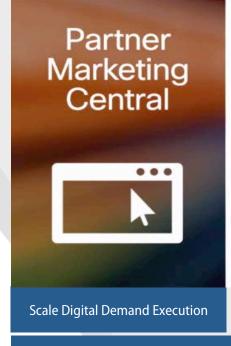Incremental xDF Investment for Demand Generation   Shift the Mix to Digital, Inbound, Social, Data

Ziftsolutions.

Cisco Engage Video:
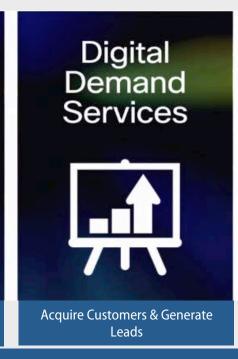https://www.youtube.com/watch?v=fV6abPkDPMU

Partner Engage

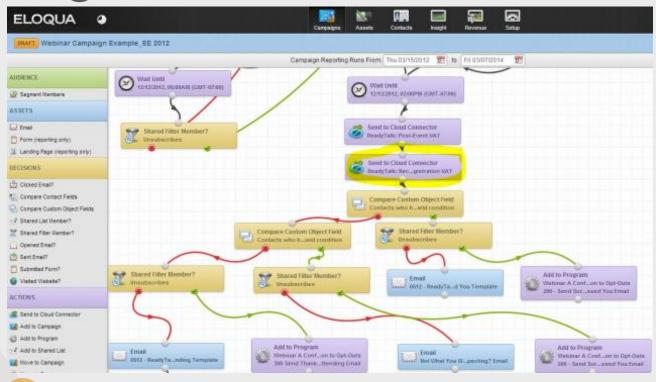| Partner Marketing Central	Marketing Velocity	Digital Demand Services	Digital Marketing Experts
Scale Digital Demand Execution	Enable Partners & Drive Adoption	Acquire Customers & Generate Leads	Drive Partner Alignment & Investment

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
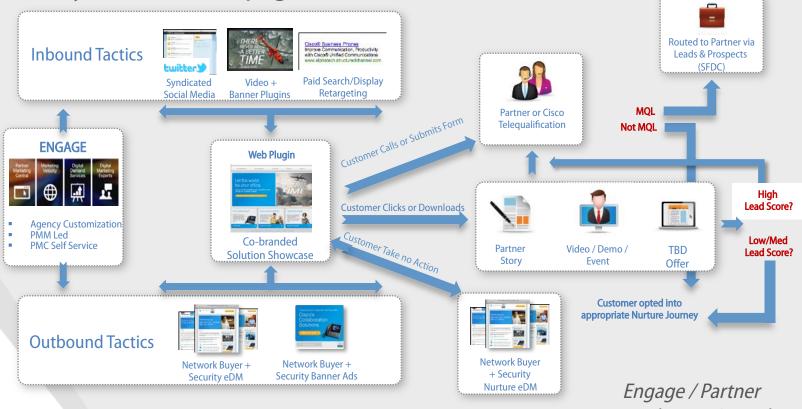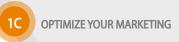
1

Optimize Your Marketing

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

Activities lacking coordination degrade performance

1A **OPTIMIZE YOUR MARKETING**

Marketing Automation Delivers

Sample Journey: Cisco Brand Campaign

Inbound Tactics
- Syndicated Social Media
- Video + Banner Plugins
- Paid Search/Display Retargeting

ENGAGE
- Agency Customization
- PMM Led
- PMC Self Service

Web Plugin
- Co-branded Solution Showcase

Outbound Tactics
- Network Buyer + Security eDM
- Network Buyer + Security Banner Ads

Customer Calls or Submits Form

Customer Clicks or Downloads

Customer Take no Action

Partner or Cisco Telequalification

Partner Story / Video / Demo / Event / TBD Offer

Network Buyer + Security Nurture eDM

Routed to Partner via Leads & Prospects (SFDC)

MQL / Not MQL

High Lead Score?

Low/Med Lead Score?

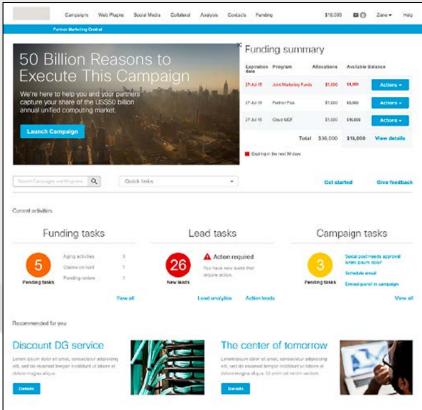Customer opted into appropriate Nurture Journey

Engage / Partner Marketing Central Enabled

Cisco Partner Marketing Central

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

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1D OPTIMIZE YOUR MARKETING

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

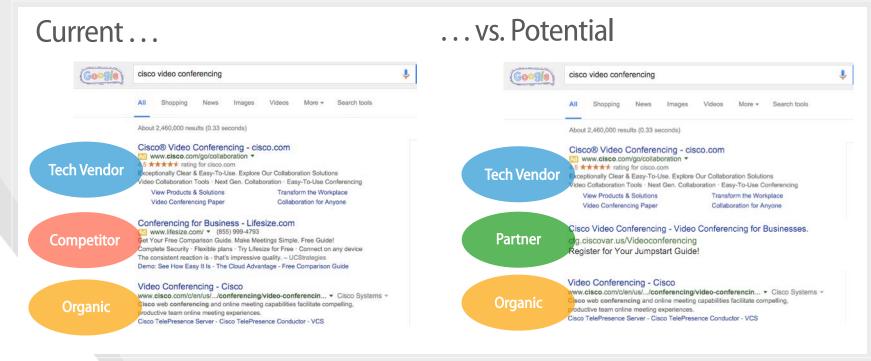Customize the experience with your brand and differentiation

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

Google

Ziftsolutions.

matchcraft

1G   OPTIMIZE YOUR MARKETING

Search Results Example

Current . . .   . . . vs. Potential
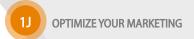
A Platform for the Future

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?...

2

Who to make
Bets
On?

Marketing Indexing Scoring

Marketing Sophistication	Technology & Infrastructure	Engagement & Relationship

Marketing Innovation Score

1. Innovate
2. Fuel
3. Develop

2A OPTIMIZE YOUR MARKETING
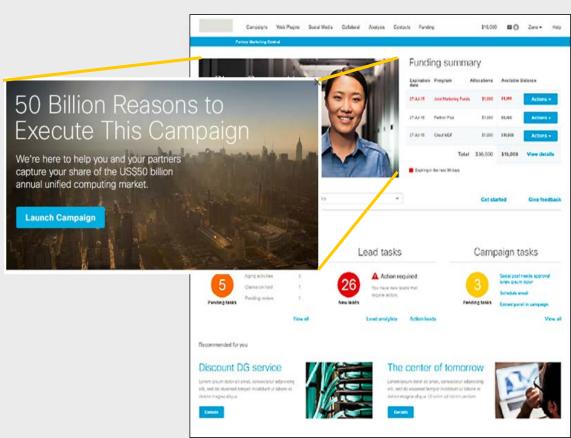
The Right Experience for the Right Partner

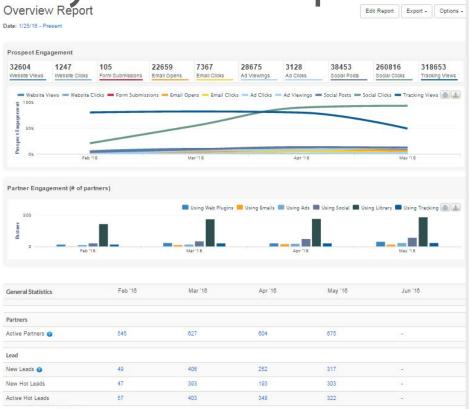# Personalized experience drives adoption

Homepage Hero Banners

"Recommended for You" Campaigns & Services

Personalized, Trigger-based Communications

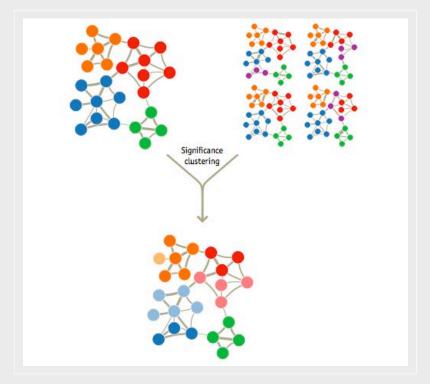1-to-1 Partner Marketing Manager Comms

2D

Accountability drives adoption…

3

Which

Flavors
Go Together?

Coordinated, co-branded partner campaigns... ▶ ...drive a more powerful approach

Alliance Marketing: Partner clustering data shows natural groupings

Significance clustering

4

Getting {and} Keeping Engagement

Embrace Inequality
Different Sizes = Tiered Engagements

4A GETTING AND KEEPING ENGAGEMENT

In-Product Analytics

Understand how partners are succeeding **inside** the system

4C   GETTING AND KEEPING ENGAGEMENT

Campaigns Web Plugins Social Media Collateral Analytics Contacts

David ▾

QA Customer

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 *

Active Dates:
on October 31, 2012

campaign is built to drive

1 **2** **3**

Here's a Great Place to Start

Zift DK Agency Campaign
Effective Dates: Started on September 30, 2015

Ad Hoc -- Campaign
Effective Dates: January 31, 2014 - January 31, 2039

Image
Not
Available 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

Let's chat! ⌃

2 Named Pages
ADD/EDIT PAGE Tag a Feature Show Tagged Features

URL https://my.zift123.com/#/home/qa Go Exit

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

Tying Marketing Enablement & Execution Together

4F IT'S ALL ABOUT MEASUREMENT AND ROI

Want behavior modification?

Tie MDF allocations
to specific demand-gen goals

Ziftsolutions.

4G   **GETTING AND KEEPING ENGAGEMENT**

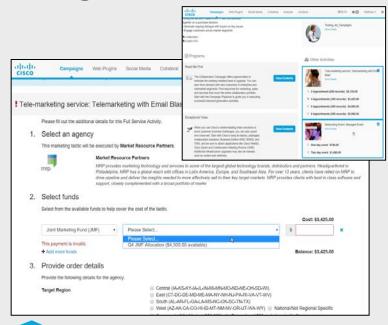# Tying Funding & Marketing Execution Together

Integrated Funding View

Demand Generation Services Marketplace

4H   IT'S ALL ABOUT MEASUREMENT AND ROI

5

It's All About Measurement & ROI

About

{Now more than ever . . .}

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Compare against industry averages + trends

Ziftsolutions.

5A **IT'S ALL ABOUT MEASUREMENT AND ROI**

Every Year, the Data Tells a Scary Story …

41% of contacts lacked a working phone number

62% of companies' email deliverability rank as "Questionable" at best

66% of records were missing revenue and data, two critical components of lead scoring — industry

5B IT'S ALL ABOUT MEASUREMENT AND ROI

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