



5 Reasons to Rethink Channel Incentives and Your Co-Op Marketing Approach



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Delivering standardized and unified consumer experiences through channel partners begins with top-of-the-funnel marketing. And that usually requires paid media spend in local markets, with costs often shared by both brands and their local resellers. In order to support the workflows required to bring two parties together to collaboratively go to market, brands and their local reseller partners – such as dealers, distributors, retailers, agents, brokers, independent resellers, branches and multi-locations – need support in managing funding sources for Co-Op Marketing and Market Development Funds (MDF). For franchise corporations specifically, such local marketing funds may be mandated by Franchise Disclosure Documents (FDDs). But regardless of what you call it, more and more Enterprise brands are shifting control of these budgets away from broader channel incentive management platforms by separating these funds for inclusion into channel marketing platforms.



Why Choose a Leading Channel Marketing Platform for Your Channel Incentive Programs?

1 Natural Alignment with Using Funds to More Effectively Incentivize Partners

Marketing funds can influence channel partners to deliver marketing with better outcomes. So, why should these funds be stored in platforms that are disconnected from the marketing assets that they are intended to incentivize? Leading channel marketing platforms allow brands to manage incentives in the same all-in-one system their local resellers use to find, build, customize and execute brand-approved ads, content, messaging, assets, and promotions for local marketing. This allows brands to pair funds to specific campaigns or messaging, which is a better way to incentivize reseller partners to choose brand-preferred marketing and programs. Brands have an improved ability to guide their resellers to adopt and participate in proven local marketing strategies that work.

2 Better Marketing Analytics and Insight

When marketing funds, such as Co-Op Marketing or Market Development Funds, are paired with the execution of local marketing, we can now merge funding (cost) and results (performance) data together to give ROI on key metrics, including by promotion, tactic, spend, region, etc. Channel incentive platforms do not have the

ability to drill down to this level of accuracy and detail, because the marketing performance data does not exist within channel incentive systems. Channel incentive systems typically rely on crowd-sourcing data that lacks depth and quality standards. When you have to rely on manual self-reporting to acquire data, that data is often incomplete, unreliable and riddled with mistakes.

3 Speed-to-Market

Brands and their local resellers need help to cut through the red tape, manual processes and incompatible single-point solutions, so they can save time and money, while improving speed to market. Leading channel marketing platforms pair funding with brand-compliant assets, content, messaging, tactics and campaigns, so their resellers can quickly find, customize and execute local marketing in a matter of clicks. With a comprehensive channel marketing platform, all things local marketing – from inception to launch to performance tracking for ROI – happen within the same centralized environment. This means brand-compliant ads, content and messages can reach customers in local markets faster than ever, in digital spaces and through traditional marketing channels. Leading channel marketing platforms are designed to help local resellers easily keep your brand top of mind for customers at just the right moment.

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4 Marketing Attribution from Lead Gen to Sale

If funding is paired with the content driving leads through local partners, then your marketing engine should give you ROI on those outcomes. Brands need the ability to quickly and easily gather data on what drives sales. Wouldn't you want to know which messages, offers and promotions are leading to better results and more sales in local markets? This is the kind of insight that brands need to make data-driven decisions and increase sales in local markets.

5 Improving the Partner Experience

Imagine if your local reseller partners no longer had to go through the hoops of a pre-approval process. What would they say when they learn they no longer have to wait for funding on reimbursement requests? With a channel marketing platform that offers an instant co-pay model, brands and their channel partners have the ability to apply Co-Op Marketing or MDF funds to brand-compliant marketing campaigns and programs in minutes instead of days or weeks. This means digital ads and traditional marketing get into local markets faster than ever. Brands that prefer to maintain claims and reimbursement for some partners, while offering instant co-pay as an incentive for high-achieving partners, should look for a channel marketing

platform that allows both options to co-exist within the same platform. Local resellers would no longer need to check and recheck your Co-Op Marketing guidelines to ensure they're correctly following the process. The co-pay model takes the burden of data and reporting off of local reseller partners – but without a channel marketing platform built to manage marketing analytics, it would be difficult or impossible to gather this kind of data in any way that would be usable or reliable. Leading channel marketing platforms can automatically associate the proof of performance and results, to streamline the process for resellers and give brands the accurate and relevant data they need.

Leading channel marketing platforms can make the entire partner experience faster and easier, to increase partner satisfaction and incentivize participation in Co-Op Marketing. While certain incentives platforms may integrate with channel marketing solutions, this relegates marketing execution to an after-thought.



When you're looking for a solution to manage channel incentives, consider using a leading channel marketing platform to natively manage your local marketing funds like Co-Op Marketing or MDF. These solutions are designed to give brands more control and flexibility, better insight, and more effective ways to support the goals and objectives of your marketing budget.

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