CASE STUDY

Partner Engagement
Driving Sales Channel Development for a Leading Industrial End-to-End IoT Platform

1. BACKGROUND

The client is a leading IoT platform provider with strong traction in North America and Europe. Their goal is to expand into Asia, the Middle East, and Africa via a network of vertical-oriented channel partners who provide deep market expertise.

The client did not have sufficient resources to expand their network of system integrators (SIs), original equipment manufacturers (OEMs), and independent software vendors (ISVs) in these markets. They required a partner with a deep network and expertise in partnership development.

2. OBJECTIVES

- Identify small-medium sized channel partners with strong local sales presence and industry knowhow.
- Become the preferred IoT platform for channel partners with strong insight into specific market verticals.
- Assess partner needs in order to better define partnership contracts and coordination models.

3. SCOPE

Stakeholders: COO, CTO, VP Product Development, VP Strategy, VP Services
Geography: Asia, the Middle East, Africa
Target Partners: SIs, OEMs, and ISVs, SIs with 100+ employees
IoT ONE developed a campaign to identify and engage more than 250 prioritized partners.

4 SOLUTION

IoT ONE executed a digital account-based marketing campaign to generate enquiries and leads to develop the partner funnel. They campaign also enabled the client to maintain top of mind awareness for both end users and potential partners.

Through rigorous data analysis and user tracking, IoT ONE is able to customize messages to target focused groups by geography, industry, and job function. Client marketing messages and branded materials were pushed out through established digital channels to reach target groups. The materials used were a mix of client’s existing marketing materials, and content produced by IoT ONE for the client.

5 PROCESS

Three work streams helped the client to establish top of mind awareness and grow their partnership funnel.

1 End User Awareness Campaign
- Develop multi-channel awareness campaign using client marketing collateral.
- Publish content via all IoT ONE channels: IoT ONE platform, digital media channels, analyst interviews, gated reports.

2 OEM ABM Lead Generation
- Develop a contact list of 5x the target number of leads.
- Customize LinkedIn and email-based campaigns for each account using client content as the campaign foundation content.
- Establish contact and validate leads.
- Provide direct introductions.

3 Brand Positioning
- Provide “Verified Vendor” designation on IoT ONE.com.
- Broadcast product or press announcements.
- Prioritize client for top search results in 5 target categories on IoT ONE.
- Share monthly reports on impressions and engagement by channel.

6 RESULTS

✓ 180,000+ impressions generated on client-branded content.
✓ 5,000+ clicks on content marketing materials.
✓ 250+ validated OEM partner enquires generated.