



Editor's Note: BtoB published the article "Channel marketing ROI big hurdle for marketers" by Kate Maddox on November 12, 2007. The article can be viewed [here](#). Below is IMN's response to this article.

Want return on marketing dollars? Get specific

The vendor/channel dynamic is in need of a shift in focus from inefficient marketing programs to marketing programs that produce measurable results. These results are the greatest challenge for partners to achieve.

Deal tracking systems allow vendors to connect referrals to revenue, but the process itself is seriously lacking. The bottom line is that partners, and vendors for that matter, want to increase their sales pipeline and partners want to receive what they deem to be qualified leads.

The best way for vendors to see a return on their channel marketing investment is to create effective marketing programs that allow partners to easily self-brand and tailor. These programs will create tangible results. A platform for distributing vendor product content electronically, then analyzing viewing patterns to determine where their best prospects lie is such a solution. Programs like these create an easily documented chain between the marketing expense and the return, which should be measured in sales meetings booked.

Marketing programs in the past typically involved telemarketing campaigns that referred "qualified" leads, yet these leads turn out to be useless to the partners. Recent telemarketing programs have been more focused on generating meetings for the partners. The problem here is that the telemarketer is paid per meeting and is setting those meetings with leads who may not be the target of the partner. These leads are more qualified than standard telemarketing leads, but since the telemarketing firm is selling a meeting, they are less concerned if the target or the timing is right. This will not result in an increase in sales.

An effective marketing program allows the consumer to take action and actually request a meeting, offering the partner real value. The consumer is taking an action of their own accord, based on their own interests and timing, actively requesting the presence of a partner to address their need.

For a better understanding of how IMN TCC offers a truly tangible marketing program for your partners call us at 866.964.NEWS or visit us at www.totalchannelcommunications.com.

About IMN

IMN specializes in e-communications services for sales and distribution networks, enabling technology companies to support their reseller organizations with multi-media capable e-mail and e-newsletters, which are designed to drive measurable brand impact and product visibility for the technology company, as well as leads and sales for the reseller. IMN also provides a comprehensive automated solution for managing all of the content for such collaborative e-marketing programs, freeing resellers from the need to create content. IMN serves customers worldwide and is headquartered in Waltham, MA. Additional information can be found at www.totalchannelcommunications.com or by calling 1-866-964-NEWS.