

Syndication Onboarding Strategies

Motivating Partners, Surpassing Goals

Case Study



When the channel marketing team at Citrix Systems hit a lull in their partner enablement program activity, they turned to Everything Channel to develop a turn-key partner recruitment plan that delivered.



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The Challenge

As a vendor-funded partner enablement program, SharedVue Content Syndication offers a host of benefits to channel partners – the latest product info, lead generation and better search engine results page rankings. But how do you make partners aware of these lead generation services and get them to adopt?

Citrix's SharedVue program already had great registration numbers – plenty of partners were registering for content syndication, but many of them were not taking the few minutes needed to actually implement the program. Some registered partners had been **sitting in the system for almost a year**, but still weren't syndicating.

Citrix needed a way to reach these partners - to remind them of the benefits of syndication, the ease of implementation and to galvanize them to act. So Sheralyn Felix, Citrix Online Channel Marketing Coordinator, and her team turned to Everything Channel to develop a **turn-key partner recruitment plan** that promised — and delivered — goal busting improvement.

Onboarding Partners to Citrix Syndication

Citrix had set some ambitious goals for 2010 and was behind on making them before the end of the year. Then, Everything Channel launched the SharedVue recruitment campaign early in the fourth quarter and turned everything around within a few short weeks.

The SharedVue onboarding campaign helped Citrix get closer to their goal. Everything Channel **increased the number of syndicating partners by almost 22 percent** for Citrix's US market.

"I was floored at how successful it was. The numbers just kept going up."

Sheralyn Felix, Citrix Systems



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Keys to Success

Enticing Partners to Participate in the Program

According to Sheralyn, one of the keys to the campaign's success was a multi-touch, multi-media approach. Citrix didn't have the bandwidth or resources to run this type of campaign internally. If it was going to be successful, Citrix needed dedicated resources focusing on complete engagement with partners.

"The e-mail campaign helped Citrix partners really understand the benefits of syndication through demonstration right in the e-mails themselves," said Josh Gibbs, Assistant Director of Marketing and Social Media for Everything Channel.

The campaign used visuals that showed how fast and easy it is to start syndicating, a video link that outlined the Citrix/SharedVue syndication program, testimonials from Citrix partners about the benefits and a demo link to live syndicated content. All these elements touched on Citrix's partners' pain points with their marketing efforts.

Finally, Everything Channel converted partners by offering incentives. To make it relate to the campaign, two whitepapers were developed suggesting ways partners could use search engine optimization (SEO) to improve their marketing efforts. While these whitepapers included the SEO benefits of content syndication program, the primary focus was on the ways partners could improve their search results on their own.

"That's what made them really valuable," said Josh. "We didn't just talk about the syndication program. We gave Citrix's partners valuable information that made reading our communications worth while. This made our follow up phone calls to partners much more effective."



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You're Never Too Old to Start Syndicating

Powerful Persuasion

One of the biggest lessons this campaign demonstrated was that it doesn't matter how long a partner's been inactive, the right message can still get them to start syndicating.

Citrix had partners that had signed up for the SharedVue program **over a year ago** and had remained inactive. This campaign changed that.

"I think it's really a testament to the design of the campaign. We focused on the real benefits to the partner and made it easy for them by picking up the phone and answering their questions," says Samantha Salek, Citrix Account Manager for SharedVue.

Sheralyn says it proved to her the power of syndication. "It's such an amazing tool. To see just how easy it is for a partner to insert a bit of code on their site and get pages of high quality content about our products that the partner didn't have to pay to have created. It's great for us, but now I realize just how great it is for our partners."

Since SharedVue Syndication provides Citrix lead generation, cost savings and content all in one program, it was very advantageous to onboard as many partners as possible. And for partners, the true benefit was that it only took a few minutes to implement and from that point on, partners don't have to do anything – they don't have to lift a finger. They don't have to call a webmaster or open their checkbook to have an agency update their website.

Content is King: 6 Steps for an Effective Syndication Program

Thinking about your own syndication program? Here are 6 key tips to maximize your content assets:

1. Identify your internal resources for gathering your channel content.
2. Determine your top partners to pilot your content.
3. Create a timeline for keeping your content fresh and updated on partner websites.
4. Consider your partners' websites and how the content will blend.
5. Understand the different content needs of your different partner groups.
6. Plan ahead for the way your content will grow and expand.

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Only the Beginning

Improving Participation in Other Channel Partner Programs

Global Fact

SharedVue is one of the world's most widely adopted channel enablement programs with over 10,000 registered solution providers.

"I would definitely like to do another SharedVue partner recruitment campaign with Everything Channel," says Sheralyn. "I thought I had set the bar high for the first campaign, but Everything Channel surpassed it. It was better than I ever thought it could be. It was really nice to see those numbers jumping like they did, and it really served as a catalyst to jump start 2011.

Everything Channel stands ready to help new and existing clients convert their partners into syndicating sales machines – with complete partner services from partner program onboarding to powerful syndicated content and lead generation.

If you would like to increase the number of partners engaged in your channel enablement programs, contact Everything Channel today.



919.287.4609



info@SharedVue.com



**@EverythingChnl
@SharedVue**



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