StructuredWeb

10 Reasons to Choose StructuredWeb for Your Channel Marketing Programs

What are the major benchmarks to consider when evaluating a Channel Marketing and Management (CMM) Platform? SiriusDecisions recently published a brief, *Channel Marketing and Management Platforms: Questions to Ask Vendors*, to help b-to-b businesses answer just this. Listed below are the key criteria outlined by SiriusDecisions, and the StructuredWeb offerings that address each need.

1 Program Management & Tactic Deliverables

StructuredWeb's advanced content management system and robust mix of marketing tactics make it easy for suppliers to create, manage, and deliver the right programs that drive engagement across diverse partner networks.

Key Benefits: Streamline processes, flexible program configuration, increase partner engagement

18 Integrated Marketing Tactics: Email, Web content syndication, social syndication, webinar syndication, Google AdWords, display advertising, retargeting, live events, video, trackable assets, and more

Features & Tools: Through-partner marketing automation technology, automated co-branding, point-and-click templates, pre-built campaigns, marketing playbooks, feature campaigns, advanced search capabilities, quick-asset share, and automated asset expiration dates

Integrations & Partnerships: Google Adwords

2 Self-Service

StructuredWeb enables a "hands-off" approach to self-service that drives engagement and delivers results. Suppliers and partners can easily create and self-load content to the StructuredWeb system, edit assets, manage tactics, and execute campaigns.

Key Benefit: Increase marketing execution

Features & Tools: Self-service content upload (no vendor intervention needed), point-and-click templates, advanced marketing automation through 18 integrated tactics, lead management, automated lead distribution, real-time channel analytics dashboard

Integrations & Partnerships: 10,000+ partners and 100+ suppliers engage through our self-service model

3 Platform Ease of Use

Noted by industry experts as one of the most user-friendly CMM systems, StructuredWeb's intuitive interface, guided tools, advanced customization options, and outstanding customer service make channel marketing easy for even the most non-technical users.

Key Benefit: Boost program adoption

Features & Tools: Easy navigation, advanced portal customization, in-system walk-thru tutorials, live chat, 24/5 phone support, online support resource center

Integrations & Partnerships: Interactive user guides, LiveChat

4 Marketing Concierge Services

Hands down, StructuredWeb offers the most compatible system for Marketing Concierge services on the market. Suppliers can enlist internal teams, StructuredWeb, or a third party agency to assist partners in marketing. StructuredWeb's concierge management system provides tools for **Program Management** (supports planning, partner profiling, to partner marketing, partner onboarding), **Content Management** (create, upload, manage and promote content for partners), **Workflow Management** (manage tasks, projects, designs and execution) and **Campaign Management** (view analytics from supplier, distributor, partner and VPMM perspective).

Key Benefits: Unify marketing communication, boost program adoption

Features & Tools: Agency agnostic, concierge management system, to partner marketing automation

Integrations & Partnerships: StructuredWeb partners with leading agencies around the world to provide superior partner support.

5 Event Management and Execution

StructuredWeb's unique Webinar Syndication™ tool allows suppliers to create one virtual event and syndicate it to partners. Partners can then send out fully automated, co-branded event campaigns and receive attendee data for their invites. Suppliers receive aggregate data like partner participation, attendees per partner, and contribution towards sales pipeline. StructuredWeb's pre-packaged event templates enable partners to easily manage, execute and report on co-marketing events, whether live or virtual.

Key Benefit: Create more targeted and experiential marketing

Features & Tools: Webinar Syndication™, pre-packaged events (email invites, reminders and follow-ups, registration pages, lead capture tools), comprehensive event reporting

Integrations & Partnerships: Cisco WebEx

6 Syndication

StructuredWeb's comprehensive syndication technology supports Web content syndication, social syndication and event syndication.

Key Benefits: Unify marketing communications, increase brand awareness, increase online presence

Features & Tools: Embedded content control for live Web updates, Webinar Syndication™, pre-schedule syndicated social posts

Integrations & Partnerships: Facebook, LinkedIn, Twitter, Cisco WebEx

7 Lead & Opportunity Management

StructuredWeb's best-in-class lead management system give suppliers visibility to the entire sales cycle while helping partners nurture more leads, register more opportunities, and close more deals.

Key Benefits: Increase lead quality, improve lead acceptance rates, generate more revenue

Features & Tools: Deal Registration, advanced lead-capture tools, pre-qualification methods, automated lead nurturing, predictive lead scoring, Lead Match™, and automated lead distribution

Integrations & Partnerships: Seamless integration with all major CRM and PRM platforms, including Salesforce

8 Channel Analytics & Reporting

Whether you want to measure the success of an entire partner program, marketing campaign, channel partner, or specific marketing asset, StructuredWeb's powerful analytics engine provides you with real-time data.

Key Benefit: Optimize campaign performance, spend, and channel ROI

Features & Tools: Real-time channel analytics, closed-loop reporting, global marketing dashboard, custom-built and predefined report templates

Integrations & Partnerships: Tableau, Google Analytics

9 Marketing Services Store

With StructuredWeb's full-service marketplace, suppliers can provide a storefront for partners to shop accredited agencies and buy supplemental services with co-op funds and MDF. StructuredWeb builds the framework, providing a seamless shopping experience for partners and enable back end management for suppliers. A custom-designed marketplace ensures that partners can locate the services they need quickly and easily.

Key Benefits: Easily process SLAs, optimize MDF budgets and spend, provide partners with visibility to available and expiring funds

Features & Tools: Custom-designed marketplace, marketplace search and filter capability

Integrations & Partnerships: Seamless MDF integrations

10 Global Marketing Enablement

Whether partners are in Shanghai or Stockholm, StructuredWeb's global marketing platform enables suppliers to communicate with and support partners in their local language.

Key Benefits: Reduce time and costs of global marketing communication, maximize platform and asset usage

Features & Tools: Content translation to 80+ languages, platform user interface in 18+ languages, global Virtual Partner Marketing Manager support, 24/5 global live support

Integrations & Partnerships: Seamless integrations with enterprise translation platforms and Google Translation

Visit **www.structuredweb.com/10reasons** to receive your copy of the SiriusDecisions brief.
Request a free demo and see how we bring it all together to drive Channel ROI for the world's premier brands.