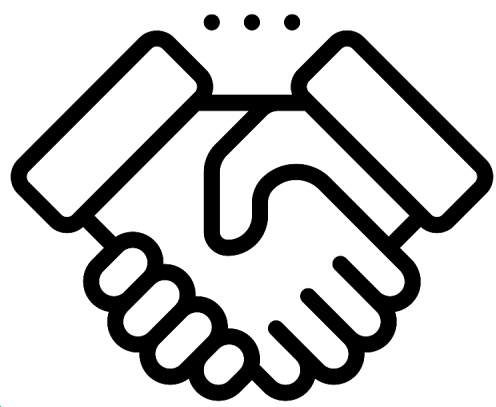


3 VENDOR QUALITIES THAT MAKE A SOLID CHANNEL PARTNER PROGRAM

As a vendor, you understand the importance of maintaining loyalty and developing meaningful relationships with your partners. However, what does a meaningful relationship look like to your partner? Are you offering programs that bring value, entice growth and even provide business-winning habits to help them succeed? Let's take a deeper look into what qualities can make a solid channel partner program that can benefit not only your partners but you as well.



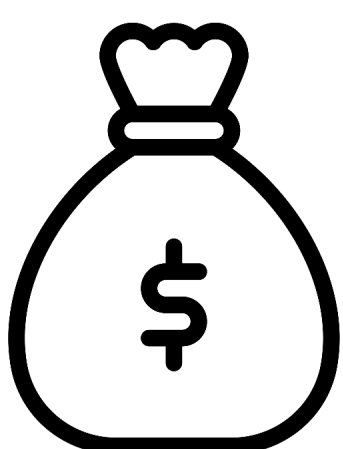
Arm Your Partners with the Tools to Close More Deals

Provide co-branded and customized through-partner assets that capture your clients' unique value while enabling them to engage and target the audience they need to generate more leads. Personalized content and campaigns can include training materials, sell sheets, social media posts, pitch decks and many other assets to help your partners close more deals.



Provide Support that Makes It Easy for Your Partners to Succeed

Marketing concierge support can provide professional expertise that can allow your partners to successfully launch multi-channel marketing campaigns. Your concierge experts can provide in-depth insight into industry trends and best practices that can make the most out of any budget for your partner. Establish a solid partnership with support for your partner's needs.



Help Your Partners Maximize Every MDF Dollar Spent

Market development funds (MDF) can be an integral way for your partner to maximize their marketing budget, but the day-to-day execution can be challenging. Offer your partners comprehensive MDF support, including resources that can help your partners grow within their channel. Long-term strategic support is the way to a great relationship.

What's Standing Between You and Your Solid Partner Program?

Here at Marketopia, we understand you like the back of our hands. We can help you develop a channel partner program alongside you, with your partners in mind. Marketopia is your one-stop-shop resource for tools and support that not only drives partner success, but also helps you thrive as vendor.

Are You Looking to **Network**?

Are you ready to look for a trusted marketing partner that can help you establish solid relationships with your partners? Come see us at our biggest conference of the year—GROWCON—to learn more on how you can partner with likeminded MSPs. GROWCON event attendees represent some of the most active, successful and innovative decision makers in the technology industry.

Let's grow your partnerships in 2023—sponsor today!

SIGN UP NOW!