#### coterie.

#### NINE TIPS FOR SUCCESSFUL ECOSYSTEM MARKETING

Digital fatigue is rife, finding the right partners and scaling your support is challenging, and to top it all, there's a dearth of innovation. Let's change that.

Our research, in conjunction with the University of Huddersfield, details the criteria for successful ecosystem marketing today and over the next three years. We've condensed the best bits into our tips and tricks below.

GET SHORTY

Be succinct across all your marketing. Keep to the point, be clear and compelling about who you are, what your organisation does, and the value you can offer a prospect or customer.

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# SKILL UP

The new normal demands new skills in digital marketing - especially in branding, messaging and value propositions. Also, consider developing skills in forming and nurturing relationships online and the best channels within which to do this.

Partners want to be differentiated by expertise, not volume or revenue. Segmenting the channel using mapping and monitoring benefits everyone and makes it easier for customers to select a partner that will help them reach their business goal.

### **A RETHINK THE METRICS**

It's not just about click-throughs and open rates. Successful ecosystem marketing needs to focus on the softer metrics, such as influence and quality, and for longer periods, rather than just running

campaigns quarter-to-quarter.

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### EARLY BIRDS.

Get your channel team involved in the overall marketing strategy as soon as possible; being left on the sidelines only inhibits what they can achieve. This is especially relevant to take full advantage of the always-on, omnichannel marketing spectrum.

#### **6 IT'S BETTER TOGETHER**

While existing ecosystems will have gained strength, forming new ones will be tough. Make sure your joint value proposition demonstrates the specific value each party brings to the relationship and be explicit about the value to the customer.

> Successful ecosystem marketing depends on all participants being agile and organic; forming and reorganising mini-ecosystems that suit the customer requirements and managing this process with constant evaluation and conversation.

## PROACTIVE, NOT REACTIVE SELLING

Using primary thought-leadership research will change your selling technique and give your ecosystem marketing a new angle and uplift. Focus on challenges customers will have based on the data, not just their current pain points.

#### **2** DRIVE INNOVATION

Train your team to think differently, use new channels and invest in new marketing technologies. Customers are suffering major fatigue with digital events and comms. It's time to up your game when it comes to thinking laterally to achieve cut-through.

Want to know more about what it takes to be successful in ecosystem marketing?

Contact Coterie today: hello@coterie.global