

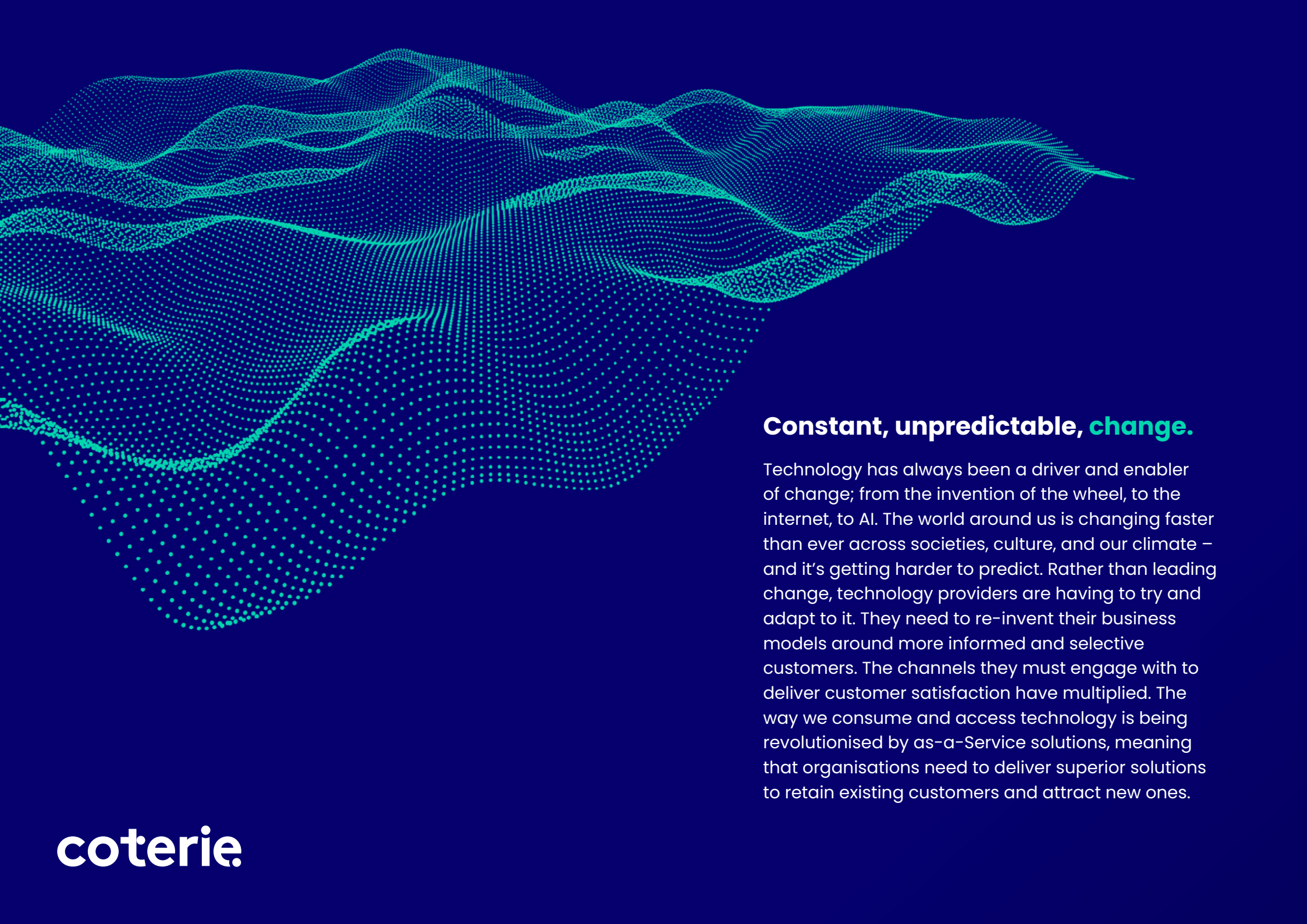


Partnership marketing. Redefined.

Harness technology ecosystems to drive
revenue growth and deliver swift ROI

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Your Partner
Marketing Experts.



Constant, unpredictable, change.

Technology has always been a driver and enabler of change; from the invention of the wheel, to the internet, to AI. The world around us is changing faster than ever across societies, culture, and our climate – and it's getting harder to predict. Rather than leading change, technology providers are having to try and adapt to it. They need to re-invent their business models around more informed and selective customers. The channels they must engage with to deliver customer satisfaction have multiplied. The way we consume and access technology is being revolutionised by as-a-Service solutions, meaning that organisations need to deliver superior solutions to retain existing customers and attract new ones.

Welcome to the era of ecosystems

Long ago, IT departments bought technology outright from vendors or via partners who helped install and integrate. Today, business leaders are buying 'IT', on a pay-as-you-go basis, from ecommerce platforms and digital marketplaces.

One in five B2B decision makers are now willing to spend between \$500,000 and \$5million on a single interaction on remote or self-serve channels"

The new B2B growth equation McKinsey Feb 2022

Technology solutions have become modular composites of dozens, or even hundreds, of pieces of technology from different providers. Nothing is fixed but everything needs to be connected and "just work". Partners – service providers, systems integrators, distributors – are finding themselves at the centre of the storm. The ecosystem model is a natural evolution of the shift to cloud and as-a-Service consumption of IT that demands their expertise and skills.

The great pivot

Pivot. It's one of the most common terms used in discussions about established technology organisations after 'transformation'. They need to pivot their research and development to meet changing customer demand. They must pivot their supply and delivery models to support as-as-Service models. They must pivot operations to reduce cost and increase efficiency.

Business functions are demanding that sales and marketing also pivot to serve the entire ecosystem. Resources and budgets must stretch to collaborate and communicate with multiple partners and vendors, while remaining 'customer centric' with little to no view of who that customer is or what they want. The need to acquire new logos and assure retention creates tension. And everyone wants leads, but it isn't always clear in any given campaign what would be considered a success.

Only 14% of organisations have achieved a 360-degree view of the customer"

Gartner, January 2022.

Change is exciting – and challenging.

Whatever your role in marketing, and regardless of what kind of technology organisation you work for, everyone is now operating and selling in an ecosystem model. But the challenges you face are nuanced. If you work for a vendor wanting to be the first choice for service providers in their sales process, you face the same challenges – but in different ways – to a service provider marketer whose sales organisation is looking to you to drive leads and utilise vendor brand awareness.

Having worked for years with both vendor and partner marketers, and worked in those roles ourselves, we recognise the key challenges marketers face as the industry adapts to an ecosystem go-to-market model.



Partner Marketer



Growth Marketer

Challenge 1

Delivering results and ROI during constant, unpredictable change and disruption.

Vendor/OEM partner marketer

- Navigating conflict when as-a-Service offers compete with key partner services
- Addressing misalignment of strategies and goals between multiple other vendors and partners
- Securing direct to customer/brand marketing support to 'control own destiny' for the business
- Lack of clarity on which partners to focus on and invest in to deliver the best returns



Service provider or system integrator growth & lead generation marketer

- Driving campaigns/activities that deliver measurable ROI
- Calculating the value of and tracking leads owned by a vendor in the ecosystem
- Understanding which vendors offer the best ROI in ecosystem plays
- Changing priorities and strategic focus/M&A and restructures creating periods of inertia
- Increasing focus on retention vs acquisition



Challenge 2

Addressing increasing numbers of partners and vendors, and increasing “solution” complexity, with limited resources, budget, and skills-gaps.



Vendor/OEM partner marketer

- Securing time and attention vs other vendors to ensure involvement in key campaigns and sales motions
- Current partner programmes and metrics aren't fit for, or aligned to, the needs of ecosystem models
- Lack of resource and budget to cover a greater number of partners effectively
- Lack of co-operation or alignment between own sales and partner sales teams
- MDF management

Service provider or system integrator growth & lead generation marketer

- Creating ecosystem ABM programmes for high-net-worth customers
- Delivering value and stretching resource across digital and omnichannel
- Getting sales to action new leads
- Budget allocation and constraint



Challenge 3

Engaging, winning, and retaining customers more effectively with innovative approaches, martech, and digital innovation.

Vendor/OEM partner marketer

- Securing direct to customer/brand marketing support to 'control own destiny' for the business
- Digital enablement of partner sales teams
- Keeping up with new marketing trends partners are adopting



Service provider or system integrator growth & lead generation marketer

- Driving always-on engagement and retention through digital, web, social and ecommerce marketing
- Finding ways to secure insight and metrics into the customer throughout the buying journey
- Delivering personalised marketing and tailored ABM



To overcome these challenges, you need more than just marketing expertise from your agency partners. That's important, but key to driving ROI is also having a deep understanding of the ecosystem go-to-market and the new challenges and pressures that creates for marketers.

Nice tagline,
but what
does it mean?

*We work as part of your
team, sharing - and
measured on - your goals.*

*Not just technology. Not just B2B.
Our focus is 100% on partner and
ecosystem revenue growth.*

Your Partner Marketing Experts.

*From strategy to design to execution, we
deliver across the full spectrum of marketing
activities and approaches, and we've won
multiple awards for our work.*

*We've all worked in B2B tech marketing teams with responsibility
for driving growth through and with partners. And we're already
embedded in the technology ecosystem world, gaining further
insight every day on how that world is evolving.*

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**Partner ecosystem experts.
Award-winning, marketing professionals.**

We help technology leaders worldwide:



Make limited resources go further by optimising existing resources, content, ecosystems, and leads.



Deliver reliable returns during periods of change with responsive, agile design, development, and delivery of highly targeted, results-orientated, marketing activities.



Keep innovating to stay ahead of emerging trends and on top of new opportunities for growth and efficiency.

You get insight and support from a team of high-calibre marketers who will understand what you're trying to achieve and your challenges. We deliver at speed with our Customer Success Managers working as your right hand, managing, co-ordinating, and driving projects and campaigns.

Value for money



Service provided by the team



Support in achieving desired outcome



Would use Coterie again



Coterie customer satisfaction data, August 2022

"Coterie were a highly engaged, smart team. They took the time to understand what we wanted to achieve, took ownership for managing stakeholders and, by bringing together a diverse set of capabilities were able to take control in a highly responsible way to deliver results. Their methodology saved a tonne of time whilst delivering quality tools to support the partnership."

Gary Burt, Cloud Technologist and Business Strategist, Atos

What we offer: our modular suite of marketing services



For service provider, system integrator & distributor growth and lead focused marketers

Return on investment. Three little words. Whole bundle of challenges.

Lead the way on revenue growth, by leveraging partners to deliver measurable, long-term ROI, value, and impact. Based on first-hand experience we provide pragmatism, fresh ideas, hands-on support, and collaboration with partners to drive ROI from your marketing and sales enablement programmes.

- Create tailored GTM and lead generation programmes that fit your budget, your profile, and your revenue goals
- Results-focused programme design and execution based on proven methodologies that speed time to ROI
- Improved response rates and targeting through expert value proposition design

GTM campaign
design & execution

Digital paid, owned, &
earned media

Account-based
marketing

Value proposition
design

Content optimisation
& creation

Sales, success &
support enablement

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What we offer: our modular suite of marketing services

For vendor, OEM, and telco partner marketers

So many partners. So much content. And so much administration! Competitors becoming partners and vice versa. Strategies that shift constantly. How can you stretch to develop relationships and build better business and returns with the tools and resource you have?

Deliver partner programmes and marketing campaigns that drive value from your ecosystems. We're an experienced extra pair of hands, who find new ways to address old problems.

- Scale up or down to manage costs. Choose from a set of modular, full stack, partner marketing services
- Drive engagement, commitment, and execution for the best returns with experts who know how to navigate the partner ecosystem labyrinth
- Deliver meaningful, sustainable revenue streams in ecosystem, multi-organisation go-to-market offerings with targeted, tailored, market to and market through programmes

- ✓ Partner prioritisation
- ✓ Voice of the partner
- ✓ Partner experience & enablement
- ✓ Partner programme development
- ✓ Partner first framework
- ✓ Partner marketing campaign design & execution
- ✓ Digital paid, owned, & earned media
- ✓ Partner marketing services & MDF management
- ✓ Account-based marketing
- ✓ Value proposition design
- ✓ Content optimisation & creation
- ✓ Sales, success, & support enablement

What we offer: our modular suite of marketing services



For heads of marketing

The pressure is on to deliver. Make strategic decisions secure in the knowledge they'll drive the results you need.

We work with your teams, partners, and subject matter experts to design a strategy that will deliver real results, fast.

- Fast, realistic, and results-focused strategy and activation thanks to our proven methodology
- Input from experts with extensive experience in B2B technology, ecosystem GTM models, and integrated marketing
- Insights and roadmap to target better, invest wisely, increase ROI, and pivot your growth programs



Customer first
framework

Value proposition
design

Content optimisation
& creation

Sales, success, & support
enablement

coterie

Our **foundational** services

The building blocks for marketing success, these services can be combined in any number of ways to deliver to meet your goals.

Value proposition design

Stand out across channels, with messages and positioning that drive ROI, improve response rates and support sales success.

- Target customer discovery
- Value proposition gap analysis
- Segmentation & persona development
- Value proposition to partners or end customers
- Joint value proposition
- Vertical/segment/account specific value proposition
- Personal value proposition
- Digital value proposition (DVP)
- Proposition testing
- Competitor message analysis

Sales, success & support enablement

Engagement and enablement programs and content that go beyond to excite and arm partner and direct teams with what they need to close, retain and grow opportunities.

- Partner prioritisation
- Enablement program development
- Marketing campaigns 'in a box'
- Social thought leader program
- Training & knowledge share
- Account-based marketing
- Digital, paid, owned and earned media
- Lead processing & BANT qualification

Content optimisation & creation

Drive the full value from current content and serve up new assets that elevate your activities while maximizing ROI.

- Complete content audit, analysis and optimisation
- Digital health check
- Content creation
- Creative studio design services
- SEO audit & optimisation
- Conversion rate optimisation (CRO)

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Coterie was founded nine years ago from the frustrations of old style marketing, to give marketers who engage with and through partners the agile, fast, and adaptive services and campaigns they need to drive revenue and keep ahead.

We're all about flexibility and speed. We work on a project basis; so no long term retainer contracts that bind you whether you get the results you need or not. And we're transparent on costs – what we quote is what you pay.

We believe in elevating and evolving partner marketing and marketers. That commitment is what led to us founding the Coterie Community – a not-for-profit group for partner marketing networking, mentoring, and training.

We work with the world's leading technology enablers and providers, helping them drive value and ROI from their ecosystem marketing.



Atos



Capita

CISCO

CLouDERA

DELL



FORTINET

FUJITSU

genpact

Microsoft



paloalto
NETWORKS



Red Hat

riverbed



vmware

vodafone

accenture

experian

GENESYS

IBM

kyndryl

LogRhythm

McAfee

new relic



radware

zscaler

servicenow

Tech
Mahindra



Orange
Cyberdefense



**The Drum
Awards
Content**
Finalist 2021

**2022
EUROPEAN
CONTENT
AWARDS
FINALIST**



**NORTHERN
DIGITAL AWARDS
2022 FINALIST**

**NORTHERN
DIGITAL AWARDS
2021 FINALIST**



Learn more at www.coterie.global
or email us at hello@coterie.global

Partnership marketing. Redefined.

Harness technology ecosystems to drive revenue growth and deliver swift ROI.



Your Partner
Marketing Experts.