

Case study

Driving Strategic Partner Engagement to Accelerate Growth



Box is a global leader in intelligent content management, empowering enterprises to manage data securely and efficiently with built-in security, AI-driven insights, and automation. As the company scaled, particularly across EMEA, deepening partner engagement became critical to sustaining growth.

They turned to Coterie for expert guidance – embedding best practices, driving strategic campaigns, and accelerating impact with key partners like Google Cloud.

The Challenge

Box faced a significant challenge in scaling its marketing efforts to support rapid growth, particularly in partner engagement.

01 A strategic approach to partner marketing

02 Best practice guidance

03 Increased capacity and executional support

04 Better alignment across internal teams and external partners

Without this support, capacity constraints threatened to stall momentum in a key growth area.

The Solution

Coterie embedded within Box's team to act as a natural extension of their marketing function, aligning tightly with Channel Sales, Marketing, and technical teams.

Key actions included:



Strategic planning:

Led by Coterie's Partner Marketing Director, Nicole Beale, a structured planning process using Coterie methodologies helped set clear quarterly priorities.



Full lifecycle support:

From value proposition development and go-to-market planning to asset creation and campaign delivery.



Integrated campaigns:

The first major partner campaign focused on engaging Google Cloud's salesforce, delivering tailored sales enablement tools and internal awareness content.

This embedded model ensured agility, alignment, and the ability to scale without sacrificing engagement.

The Results

Despite targeting a relatively small audience of 11,000:

65,000+ impressions

210+ content downloads

170% higher CTR than projected

These results demonstrated high engagement and validated the effectiveness of the approach.

Long-Term Impact:

The success of our approach is reflected in Box's decision to extend the programme to accelerate additional opportunities.

Coterie has become a trusted strategic partner, embedded in ongoing company-wide marketing initiatives.



“Coterie’s partner marketing expertise and structured approach have been invaluable... a crucial extension of our marketing function.”

— Kathryn Thomas, Head of EMEA Marketing, Box

coterie

If you'd like to find out more or discuss an upcoming project with us, you can contact our Customer Success Team.



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