

Pospešek s partnerji - Kako uspeti s partnerskimi programi in co-marketingškimi kampanjami

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Agenda

Partner program in morebitne ovire

Elementi Partner programa

Kje najti partnerje

Partner Marketing

Koliko vas že danes prodaja
prek partnerjev (vsaj delno)?

Kdo o tem aktivno razmišlja za
prihodnost?

Kaj sploh je partner program?

channel • partner • program *sales*

1.

A strategy to motivate and engage channel partners to create more value for customers

Similar:

Partner Program

Reseller Program

Channel Program

Elementi partner programa

Nivoji partnerjev



Program zavezniških partnerjev



Drugi primeri

Atlassian



SAP



AWS



Marže (popusti)

					
Software Cloud Designer	10%	15%	25%	30%	35%

Partner portal

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Website Update Resources

Access essential website marketing content to keep your website updated with the latest Software product information and branding. This page includes:

- Website copy with Software Product Descriptions
- Website icons
- Web banners
- Videos
- Images

Software Product Descriptions and Website Copy

Comprehensive descriptions and value propositions for Software products, designed to enhance your site's effectiveness in showcasing our solutions.



Website Content for Partners

Izobraževanja in certifikati

 [Report a problem](#) [Suggest a course](#) [Software Help Center](#) 

Software Cloud and NiceLabel

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[Introductions](#) [My Trainings](#) [Software Cloud and NiceLabel](#)

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Certifications: Multi-course programs ending in a certificate



Cloud SOLUTIONS TECHNICIAN

 CERTIFICATION 11 modules

Software Cloud Solutions Technician



Cloud SOLUTIONS EXPERT

 CERTIFICATION 11 modules

Software Cloud Solutions Expert



Cloud SALES ASSOCIATE

 CERTIFICATION 6 modules

Software Cloud Sales Associate

Potencialne težave pri implementaciji partner programa

Nejasen value proposition

Konflikt:
partnerska / direktna prodaja

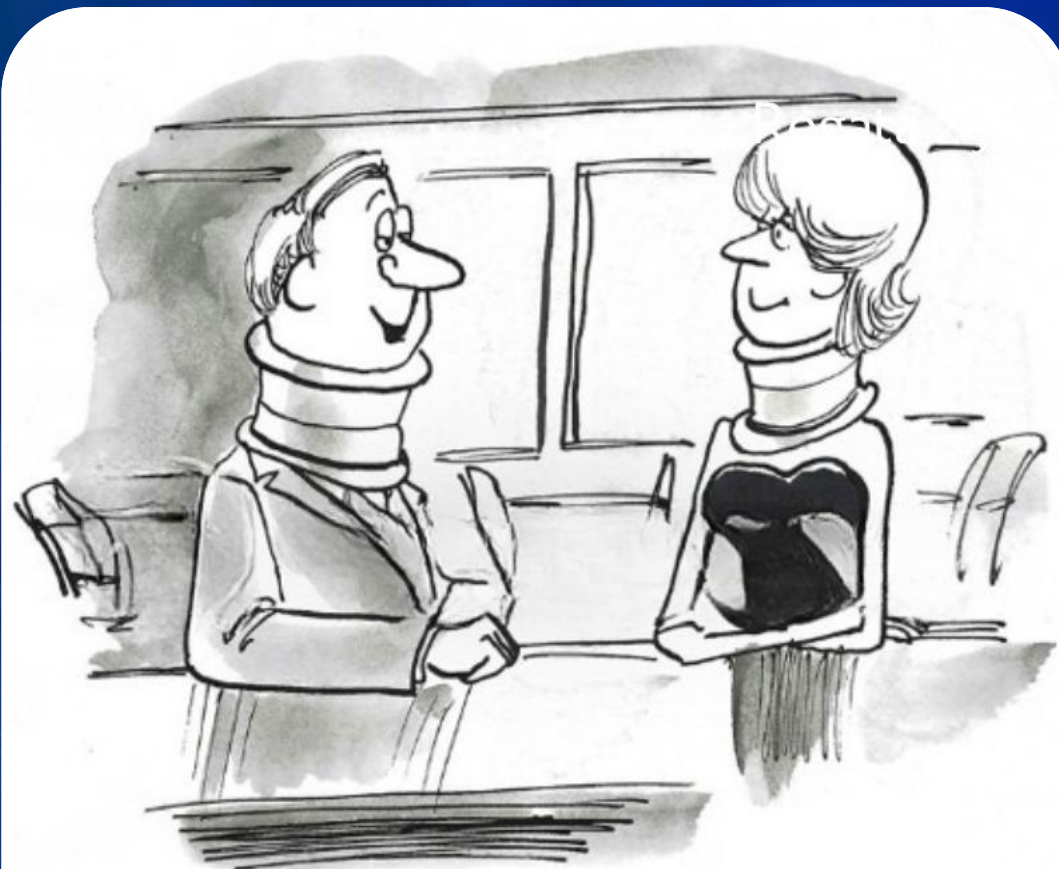
Preveč kompleksen partner program

Slaba oz. premalo komunikacije

Premalo marketinške podpore

Kvantiteta > kvaliteta partnerjev

Kje najti nove partnerje?



"No kidding! I broke my neck trying to find a partner, too!"

"No kidding! I broke my neck trying to find a partner, too!"

Strani komplementarnih podjetij

Products and ServicesSolutionsSupportLearn

Explore Cisco

Beginning September 5, 2025, new features will be introduced to enhance your Partner Locator experience! No action is required from you at this time.

Partner Locator

There are 48 partners serving in Slovenia

[Change Location >](#)

Filter by need

Q Search by name, level and expertise

Partner Role

Choose a role

Partner Level

Choose level(s)

Partner Expertise

Choose Expertise(s)

48 resultsSlovenia X

All results

Saved (0)

My Partners

Partner Level

Provider | Developer

0

Integrator | Provider

0

Integrator | Provider

0

Integrator | Provider

0

(LinkedIn) oglasi

NiceLabel

3,543 followers

1w

Have you noticed how the market for label software is changing? Gone are the days of design and print. The market now demands label management. VARs who partner with NiceLabel are at the forefront of the change. Don't get left behind. Join our Partner Program and let's lead the transformation together.

<https://lnkd.in/dFXvxaC>

NiceLabel

Big market changes don't come around too often. NiceLabel is driving a new one. Don't miss out.

Partner with us

Join our Partner Program and let's lead the transformation together.
nicelabel.com

40 · 3 Comments

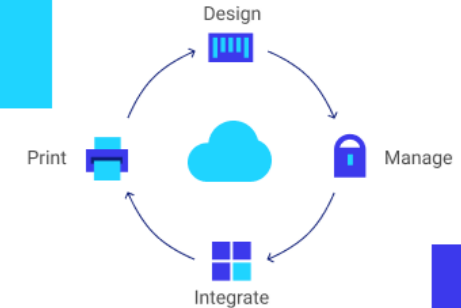
Like Comment Share

Top Comments ▼



The simplest way to design and print labels

Software Cloud is the simplest, yet most comprehensive, cloud labeling solution on the market. It helps businesses of all sizes manage labeling, from label design to print and every step in between.

[Learn more and Request a demo](#)

Offer your customers Software Cloud and generate **more revenue from label solutions**

[Partner with us](#)

Prek distributerjev

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Why Partner with Loftware?

- **Partner with the leader:** Loftware is the global leader in labeling and cloud technology.
- **More revenue, recurring revenue:** Don't just sell software; provide a service. Embrace the era of 'Software as a Service' (SaaS) to generate recurring revenue year after year.
- **Get visibility into your customers' entire Auto ID budget:** Including printers, mobile computers, and supplies, all in one place. Provide new value that unlocks opportunities for new revenue streams through upgrades and refreshes.
- **Deliver more value with Loftware:** Modernize your customers' legacy labeling systems, deliver the fastest ROI, and support the widest range of print technologies. With Loftware, you not only build trust but continually deliver value by simplifying complexity, ensuring quality, and minimizing downtime.
- **Our pre-sales and services team helps you win projects:** Our Professional Services Group helps you configure printing and data management applications that transform your customers' labeling processes.
- **Differentiate:** Stand out in your market. Apply your service and solutions business model to labeling. Loftware's offers unparalleled labeling solutions, transforming and modernizing your clients' labeling processes.
- **Our pre-sales and services team helps you win projects:** Our Professional Services Group helps you configure printing and data management applications that transform your customers' labeling processes.

APPLY NOW



Prek sejmov



Oni najdejo vas – sami se prijavijo

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Apply to join the Loftware Channel Partner Program

Legal Company Name:

Company Address:

City:

Country:

--Select an option--

Post code / ZIP code:

VAT Number (mandatory for all European countries):

Company Phone Number:

Company Website Address:

Description of your Business:

Agenda

Partner program in morebitne ovire

Elementi Partner programa

Kje najti partnerje

Globalni partner ekosistem

Elementi uspešnega partner marketinga

Primer partner marketing kampanje

**Kako
partnerjem
pomagamo
ustvarjati
povpraševanje?**



Naš globalni partner ekosistem



Uspešen Partner Marketing



Digitalne vsebine

Co-marketing
Website vsebine
Video vsebine
Ostali materiali

Email vsebina

Email 2

Subject: Is Your Supply Chain Ready for 2025?
Subhead: Key Insights from Our Latest Top 5 Trends Report

Dear [name of recipient],

Our survey of hundreds of industry professionals reveals that 90% of organizations see an increasing need for connection and collaboration across the global supply chain. As companies seek smarter ways to operate, this type of network is key to ensuring authenticity, compliance, and traceability in the supply chain.

Curious about what this means for your company? Our latest 2025 report **Top 5 Trends in Labeling & Packaging Artwork** explores critical topics such as:

- Supply chain collaboration
- Ensuring product authenticity
- Growing compliance demands
- Importance of track and trace
- Impact of sustainability pressures

Gain the insights you need to prepare your business for the future and enhance your supply chain's efficiency!

Download the report now! <https://www.loftware.com/resources/reports/2025/top-5-trends-in-labeling-and-packaging-artwork?uid=00000>
Replace 00000 with your UID#

Social media

3.2 LinkedIn and Facebook

Is your supply chain ready for 2025?

As supply chains grow more complex, businesses are embracing digital transformation to build more agile and efficient frameworks. Our latest 2025 report on **Top 5 Trends in Labeling & Packaging Artwork** offers key insights to help you stay ahead.

Learn more about:

- Supply chain collaboration
- Product authenticity and compliance
- Importance of track and trace
- Impact of sustainability pressures

Ready to future-proof your operations? [Learn more](#)

Download the report now! <https://www.loftware.com/resources/reports/2025/top-5-trends-in-labeling-and-packaging-artwork?uid=00000>
Replace 00000 with your UID#

#Loftware #Labeling #SupplyChain #2025Trends #Report

Vsebine za spletno stran



Website Content for Partners

Download .doc

Bannerji



Video vsebina



Ostali materiali



Modernize your
Labeling with Loftware
Cloud

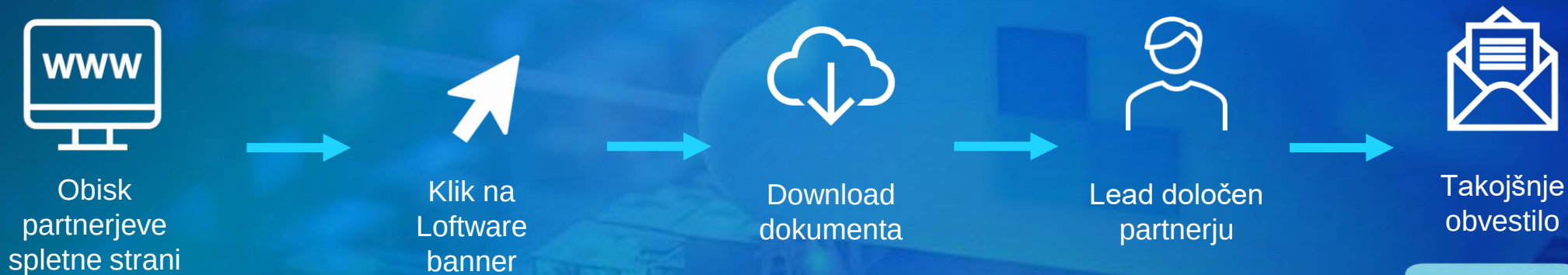


Modernize your
labeling in any SAP
landscape

UID ali Kako partnerjem pomagamo generirati leade

UID = Unique Identifier = Cookie

Primer: www.loftware.com?uid=00066



loftware.com/about-us/contact-us?uid=00066

LW SharePoint LW NL SharePoint Channel Marketing EVENTS/Webinars NL Marketing OLD Events/Webin... Pharma Campaign NL Label Cloud De...



Products Industries Resources Partners Contact us English

Your partner is Informa OY

Home About us Contact us

Contact us

Whether you're interested in our solutions, need technical assistance, have account questions, or are looking for partner support - our team is ready to help.

Fill out the form below to contact our sales team, or reach out directly to the right department.

Technical support

Loftware's Technical Support team is available to assist with your technical inquiries

For existing customers

Questions about contracts and order processing? Contact our Customer Account Management team

For partners

Need advice as a valued Loftware partner? Contact our channel team



Have a question? Submit the form or call us

First name *

Tini

Last name *

Bini

business e-mail *

ooodle123@gmail.com

Company *

TEST

Uspešen Partner Marketing



Digitalne vsebine

Co-marketing
Website vsebine
Brošure
Video vsebine



Izobraževalne vsebine

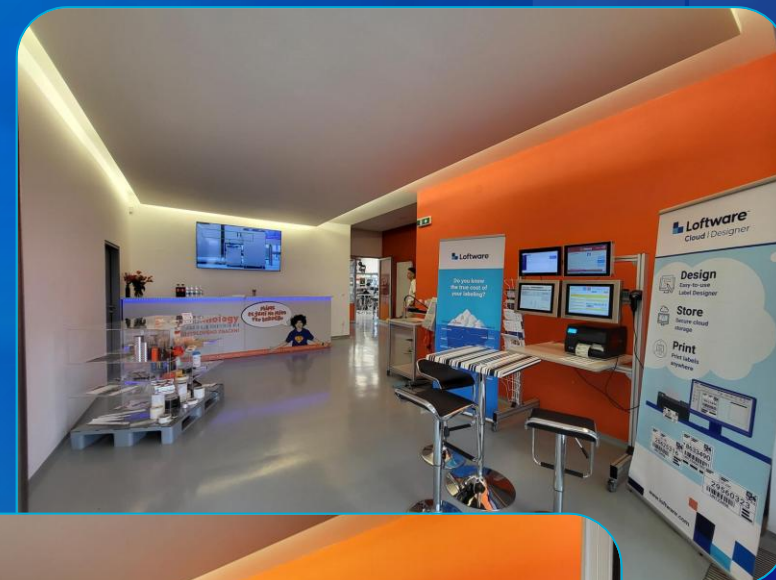
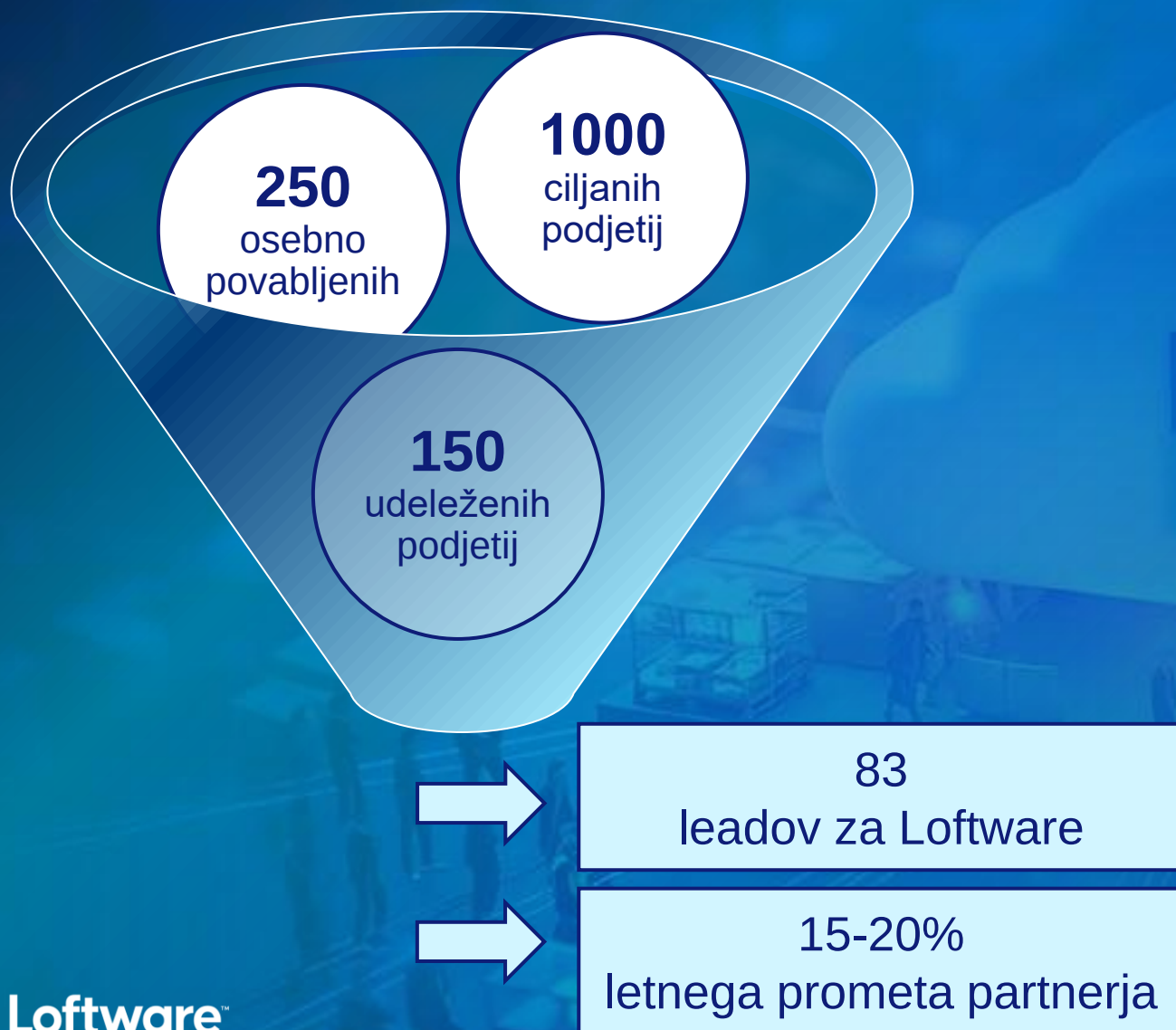
Newsletter
Webinarji
Prodajne vsebine
Dogodki v živo
Partner Portal



Sofinanciranje

Dogodki za stranke
Sejmi
Digitalne kampanje
Webinar promocija

Uspešna celovita partnerska kampanja



Učinek snežne kepe v praksi - Win-Win-Win Partnerstvo



Nadaljevanje zgodbe ...

Na dogodku je bil tudi skupni partner.



Rezultat?

6 novih projektov za vse
vpletene

Angažiran partner

Sposobna ekipa

Prava vsebina



■ Povzetek ali 3 nasveti za uspeh s partnerji

1

Kdo je idealen partner

2

Pripravite partner program in začnite
rekrutirati

3

Pripravite 2 skupni marketinški kampanji