



Dan Radu
CEO @ MACRO

How to Turn 80+ Inactive Partners Into an Active Channel

**What a concierge team
can do that a portal can't**

A top-rated call center technology vendor selling to **medium and enterprise clients.**

Wanted more leads from its channel and a bigger partner network.



Dan Radu CEO @ Macro | Better B2B Global Marketing Agency

MACRO

Why Partners Stayed Quiet



Many partners lacked their own digital marketing capability



Smaller partners wanted campaigns handed to them, ready to go



No one to help with program development, admin, or execution



3 Things We Built



Migrated PRM and PMM onto one platform (ZINFI)



Built ready-to-use co-marketing content



Put a concierge team behind it, adjusted per region



Dan Radu CEO @ Macro | Better B2B Global Marketing Agency

MACRO

The Numbers

 **80+** partners engaged

 **650+** campaigns run

 **8** languages

Across NA, EMEA,
LATAM, APAC.





Dan Radu
CEO @ MACRO

A Portal Isn't Enablement
Someone still has to
walk each partner
through using it.

How many partners in your
program have access to
content they've never opened?