

MICROSOFT CHANNEL MARKETING

THE CHALLENGE

Microsoft's channel partners vary in size (1-10,000 employees), type (ISV, VAR, System Integrator, etc.), product and service emphasis, and resources allocated to marketing. Microsoft has designed programs for their channel partners to expand marketing skills, increase opportunities, close sales and support channel customers. Extra Mile Marketing clients (Microsoft Marketing Managers and Directors, Field Managers, Channel Managers, Product Managers and Partner Account Managers) come to us to create turn-key, relevant programs that take their diverse channel partner program from "good" to "great," which ultimately increases Microsoft revenue.

WHY EXTRA MILE MARKETING?

Extra Mile helps Microsoft prepare their strategy, execute with ease, and track/report ROI. Specifically, recruitment efforts break through the clutter, help identify the right partners to target, deliver the right message and generate demand. Engagement efforts offer compelling programs that drive the partner's business, train partners and ensure they maximize their participation and ROI. Retention efforts assist in developing loyalty with ongoing participation incentives, continuous feedback, and tools that help build their business.

THE SOLUTION

To date, Extra Mile has worked directly with over 5,000 Microsoft partners. We continue to demonstrate the ability to understand the channel and their needs by designing and executing turn-key, relevant and effective programs that incorporate recruitment, engagement and retention efforts. Extra Mile's approach ensures that Microsoft's revenue and program ROI are maximized.

Extra Mile is happy to meet one on one or to conduct relevant Lunch & Learn seminars for groups of 5 or more.

"Extra Mile [Lori] painted the perfect picture from end to end on what the solution should look like, what needs to be done and took care of the entire process from concept through execution."

*Kate Chan
Partner Development Manager
Microsoft*



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