



CHANGING THE MINDSET FOR THROUGH-PARTNER MARKETING:

BROADSOFT

THE REQUIREMENT:

TO DELIVER SUCCESSFUL THROUGH-PARTNER MARKETING CAMPAIGNS FOR BROADSOFT

We needed to:

- Enable Service Provider partners to increase sales of Broadsoft's unified communications, team collaboration and contact center platforms to SMBs.
- Equip Broadsoft partners with the expertise and resources to develop an insight-led approach to marketing their Broadsoft-based cloud communications offerings.
- Establish a framework for how Broadsoft should support partners by leveraging Broadsoft insights, knowledge and resources to develop compelling campaigns and enable partner sales teams

SOME BACKGROUND ON BROADSOFT:

Broadsoft is the market share leader for cloud unified communications with an open, mobile and secure platform trusted by 25 of the world's top 30 Service Providers by revenue. The Broadsoft Business application suite empowers users and teams to share ideas and work simply to achieve breakthrough performance. Broadsoft is transforming the

business of communications, by delivering the technology, products and support that Service Providers need to help their own customers work smarter and stay connected.



OUR SOLUTION:

THROUGH-PARTNER MARKETING FRAMEWORK

Broadsoft wanted to enable Service Provider partners so to ensure we maximised partner engagement, we met with a number of key partners to establish the tools and integration methods that best suited them. With these insights, and in tandem with a combination of workshops with Broadsoft stakeholders and our own research into the key drivers of cloud communications adoption across the SMB market, we created a through-partner marketing framework and high-level messaging framework.

QUARTERLY CAMPAIGN PLANNING

Our strategy was to use insightful, issue-led content to attract interest from prospects in the early stages of their buying journey, then building engagement with guidance-led content to help them evaluate the advantages of Cloud Communications. This was mapped to quarterly campaigns with specific themes, the first being 'Is your phone system holding you back or helping you fly?'



WHAT WE DID:

BUILD PARTNER ENGAGEMENT

In the communications market, traditional cost- and price-led customer engagement are proving less and less effective. Many Broadsoft partners lacked the expertise and resources to develop insight-led marketing to generate new sales opportunities. We had to:

- Engage partners with tools useful to them
- Help Broadsoft develop a new way of working with partners
- Deliver an integrated campaign toolkit that could be easily rolled out to selected partners



MORE OF WHAT WE DID:

THE CAMPAIGN-IN-A-BOX

We worked closely with Broadsoft to create a new framework for through-partner marketing that changed the way they work with partners. We then delivered a packaged 'campaign-in-a-box' that could be rolled out to selected partners, which included developing the campaign strategy and messaging and then building a full set of tools that would support an integrated marketing campaign.

The new through-partner marketing framework:

- Included an overarching campaign theme, focusing on the message of 'Unleash your business's true potential with Cloud Communications'
- Included quarterly campaign themes that identified different areas to focus on for our 'Why Cloud Communications' story.

The quarterly 'campaign-in-a-box':

- Achieved our strategy of insightful, issue-led content that continually attracted interest from prospects at each stage of the buying journey.
- Helped Service Providers deliver an integrated campaign, using a full mix of inbound, outbound and sales-led activities.
- Was a comprehensive and integrated campaign toolkit to be used by partners, including infographics, eBooks, emails, a Cloud Communications Buyers Guide, a Social Media Kit as well as landing page content.



THE RESULTS:

A SUCCESSFUL OUTCOME

- Our campaign was met with very positive feedback from Broadsoft partners around the quality of the assets and the guidance provided
- The commitment demonstrated by Broadsoft in investing in the campaign has helped strengthen the levels of engagement with key partners
- International implementation in both the US and the UK
- One partner reported £1m+ of opportunities generated within 2 months of launch, as well as a 10% CTR from the outbound emails
- Another partner achieved over 1,500 visits to their campaign landing page in the first 5 weeks of the campaign running
- OneGTM has been asked to develop a second campaign utilising the same approach

What our client said...

“ We’ve been really pleased with the results so far from the campaign that OneGTM developed. This approach was new for us, and we’ve had a great reaction from partners. OneGTM have done a great job supporting us throughout the process. The fact that they understand our industry and have experience both in the partnering space and in developing insight-led campaigns has been a real advantage. We’re looking forward to working with them on further initiatives.”

Paul Rowe
Go To Market Director,
Broadsoft



IF YOU LIKE
WHAT YOU'VE
JUST SEEN...

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ONE
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