



TOP 10 WAYS TO BOOST YOUR PARTNER ENGAGEMENT THIS QUARTER

DRIVEN BY SMART INSIGHTS TECHNOLOGY



Why Should You Boost Partner Engagement?

CREATE ENGAGEMENT THAT STANDS OUT AND BUILDS PARTNER LOYALTY

As the premier engagement marketing company, with nearly a decade of experience, we have worked with companies of all sizes.

One of the recurring challenges for all of them that we discuss is partner engagement – how to start it, how to grow it and how to keep it going.

Because, if cultivated and engaged properly, partners can be a strong resource for indirect sales and referrals which is why so many companies rely on these relationships.

As one might imagine, having a strong partner communication and engagement strategy, and a platform which supports it, is vital for ensuring the success of all parties. Another consideration is that partners and resellers have multiple suppliers which makes it even more important that the relationship stands out and establishes engagement and builds partner loyalty.

Over 2/3 of Organizations
Exchange Information with
More Than 250 Partners

[Source: IBM.com](https://www.ibm.com)

**BOOST PARTNER
ENGAGEMENT
25% THIS
QUARTER!**



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800-547-1618



"Creating true partner engagement means you create a thriving community of employees, partners, contractors and alumni. All of whom have the trust and relationship to happily drive brand advocacy and engagement."

STEP 1: CREATE CUSTOM ACTIVITIES

The first step is understanding that no partner relationship is exactly like another. You need to segment and tailor different challenges based on each community user type. Creating customized activities for your employees, alumni, partners and contractors makes them each feel special and appreciated.

STEP 2: CREATE EVENT UPDATES AND CHECK-IN

Creating early notice and access to upcoming events and gatherings where your community can be rewarded for live check-in at your events encourages attendance and unique interaction with your company that makes you stand out from the crowd.

STEP 3: ENGAGE EVERYWHERE

Keeping your partner community in the loop about events or other items such as product/service updates, job postings and news should be accomplished through multiple channels. One great way is by having your engagement platform on a custom app where information is sent directly to their Apple & Android devices. This makes it super simple for your community can share content on all social media channels and even become brand ambassadors.

STEP 4: DRIVE SOCIAL ENGAGEMENT

As mentioned above, allowing your partner community to easily share your news, events, videos, pictures or any content across all social channels can yield massive results, if you make it easy to do so. Using branded, one-click messaging you can easily increase followings across social platforms like Facebook, Twitter, Instagram and more!

STEP 5: USE ANALYTICS

Constantly reevaluate the program and see what activities and rewards are working best for your partner network. Also, make sure to periodically survey users to ensure you are prepared to meet their upcoming wants and needs. Then combine those answers with the data from your system (reward program redemption rates, what activities are engaging them, when they are engaging, etc.) Once you have compiled everything you can tweak triggers, activities and implement the user suggested rewards all of which builds stronger engagement and partner loyalty.

Our Success Stories



Vonage Drives Success with Social Influencers and Brand Ambassadors



AirPort Parking Drives Retention Among Business Travelers



ADH Guardian Drive Revenue Through Personalized Promotions

STEP 6: MAKE IT FUN!

Fun isn't usually a top-of-mind idea for partner engagement, but custom designed contests and sweepstakes can be great for promoting new products/services, team-building, and overall engagement. Including items like dynamic leaderboards which showcase top users and features grand prizes or other interactive gamification components, like daily trivia, will not only supercharge engagement but get your community to know your company inside-and-out.

STEP 7: KNOWLEDGE IS POWERFUL

Part of the fun can be incorporating user generated videos, photo galleries, blog posts and other forms of content for your entire partner community to access anywhere they are. But, you can also use the same technology to create engaging training content related personalized for your different member segments. Popular training modules to build in include; compliance, work conduct, product training for partner and contractors, and many others

STEP 8: MAKE IT EASY TO COMMUNICATE

Make it easy for partners to communicate with your company, leadership, and perhaps even each other. Part of maturing your program is creating ongoing interactions with your partners on a variety of channels, such as email, your website and even social media. If your platform has been integrated with a mobile app or has had one created then make sure to send your employees in-app messages, nudges, and text messages outlining new activities, kudos, and rewards.

STEP 9: KEEP IT TIMELY

It should come as no surprise that people, including partners, love immediate communication and gratification. Reducing the time it takes between completing the engagement activities you've set up triggers for (i.e., a purchase, generating a referral, sharing kudos, leaving a like or following on social media, etc.) and obtaining their reward, will make partner engagement and activity soar. Utilizing automatic fulfillment is not only easier on your company but creates immediate positive reinforcement for your partners taking the time to interact with your company and boosts continued engagement.

STEP 10: MAKE IT FLEXIBLE

Finally, when it comes to the program and the rewards, you have to remain nimble. For rewards, as mentioned above, get feedback and adapt so you're offering rewards that motivate. For the program, build in regular assessment periods and adjust your program based on the data and feedback plus look for ways to tie everything into your partners' lives—be it holidays, graduations, birthdays, back to school or the changing seasons. Setting up automatic engagement triggers like these for each segment gives that personal touch without adding extra work.

CONCLUSION

Creating a program where partners are engaged and made to feel appreciated is a great way to drive long term loyal relationships and having a well-executed partner engagement program is vital whether you're a small business or an enterprise level company. Partner engagement is a proven strategy that works and will help your company grow. As mentioned above, happy engaged partners are much more likely to become your greatest ambassadors and stay with your company longer, which can be a huge ROI for a partner engagement program in and of itself.

NextBee has 10 years of experience helping companies create full engagement programs that create loyalty, generate referrals and grow your brand's ambassadors. Would you like to see real-world examples of companies using what we've discussed to increase their bottom line? Connect with us today!

Get A Free Personalized Partner Engagement Strategy Session

Email: Sales@NextBeemedia.com

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