

The State of Partner Marketing 2024

Navigating growth and challenges

FOUNDRY



2024 purpose and methodology

Survey goal

This research was conducted to better understand partner marketing efforts within the technology industry, associated benefits and challenges, and budgetary trends with the goal of providing actionable advice for partner marketers regarding those marketing efforts.

Total respondents 353

Collection method Online questionnaire

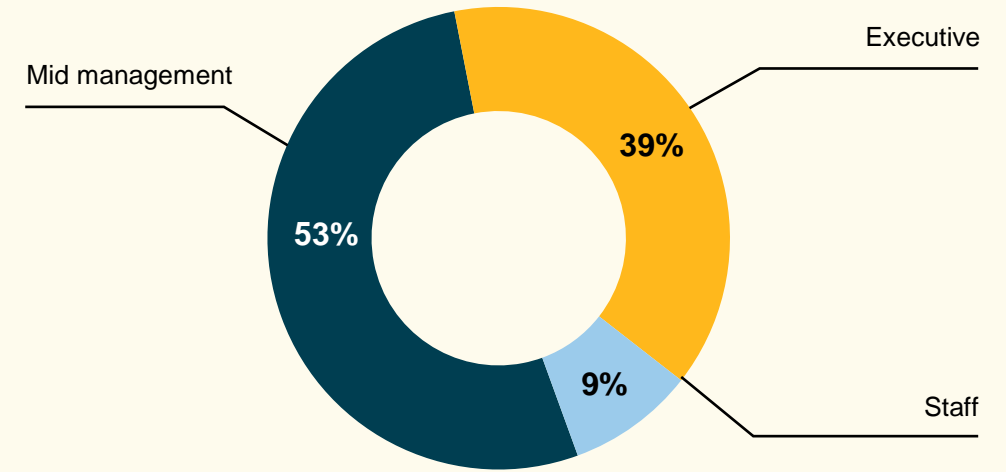
Number of questions 41

Average company size 4.6K employees

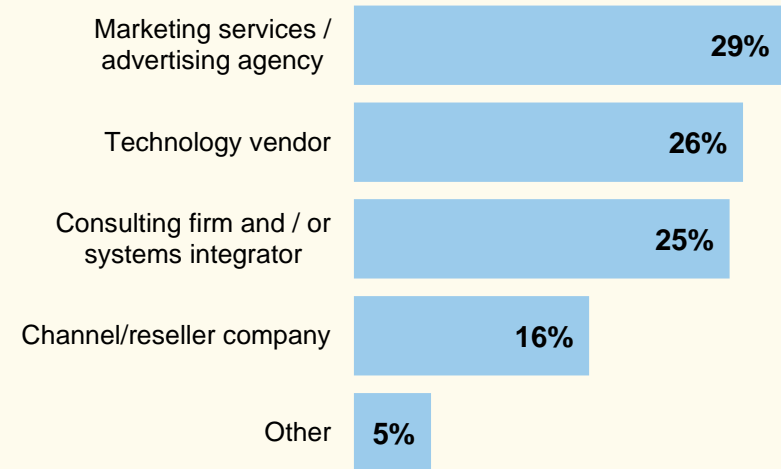
Region 55% NA, 23% EMEA, 22% APAC

Marketing leadership All survey respondents are involved in making partner marketing decisions for their organization.

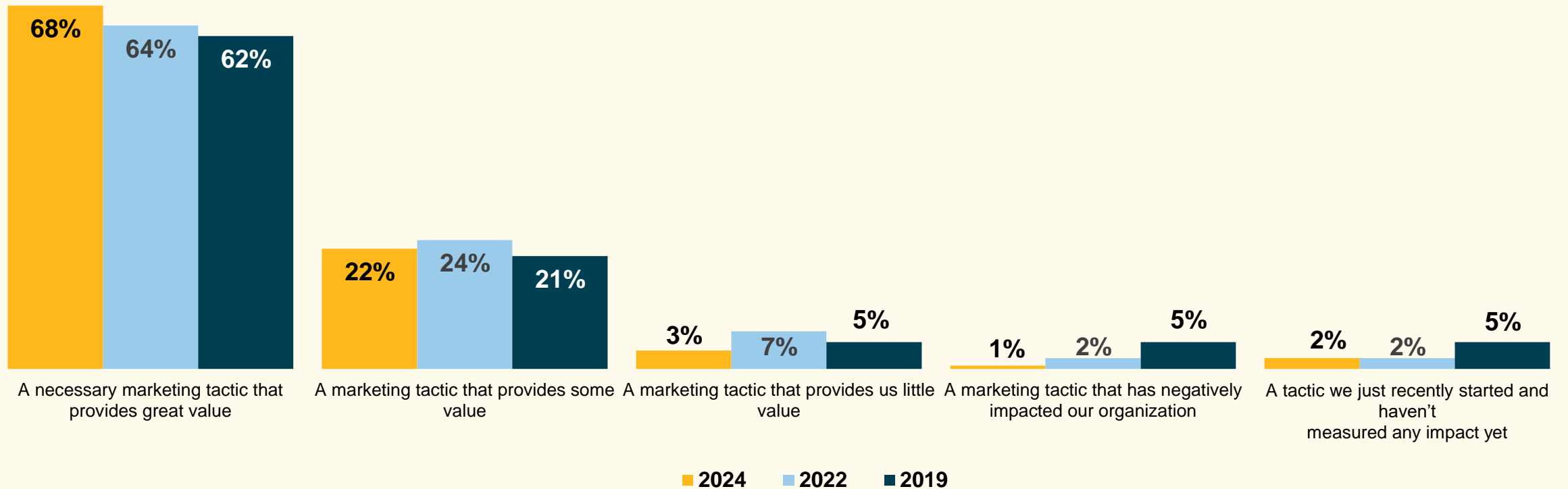
Job level



Organization types



The value of partner marketing is steadily increasing over time



Question: How does your organization view partner marketing?

Partner marketing is a multi-faceted role

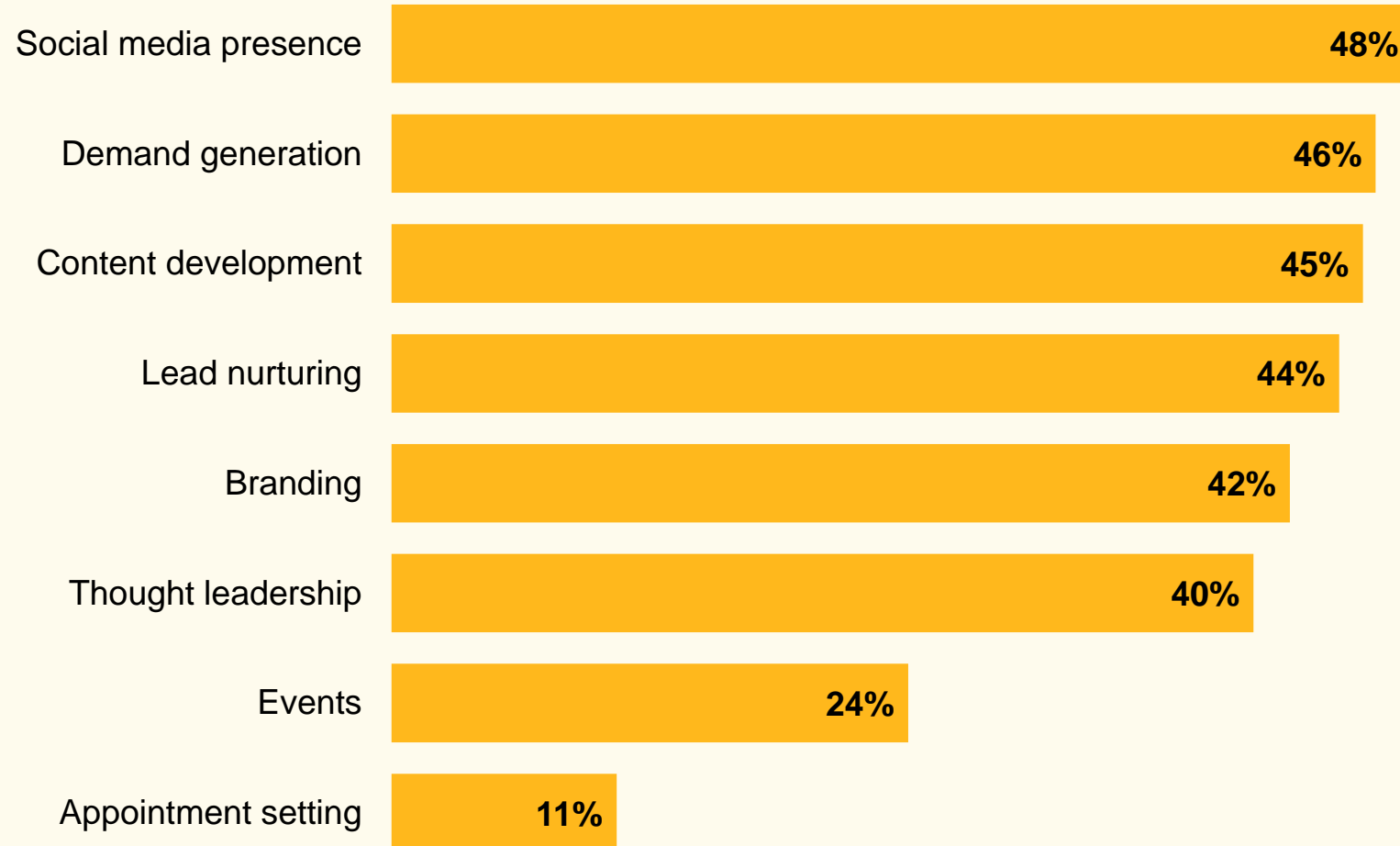


83%

say that members of their partner marketing team manage relationships with multiple partners

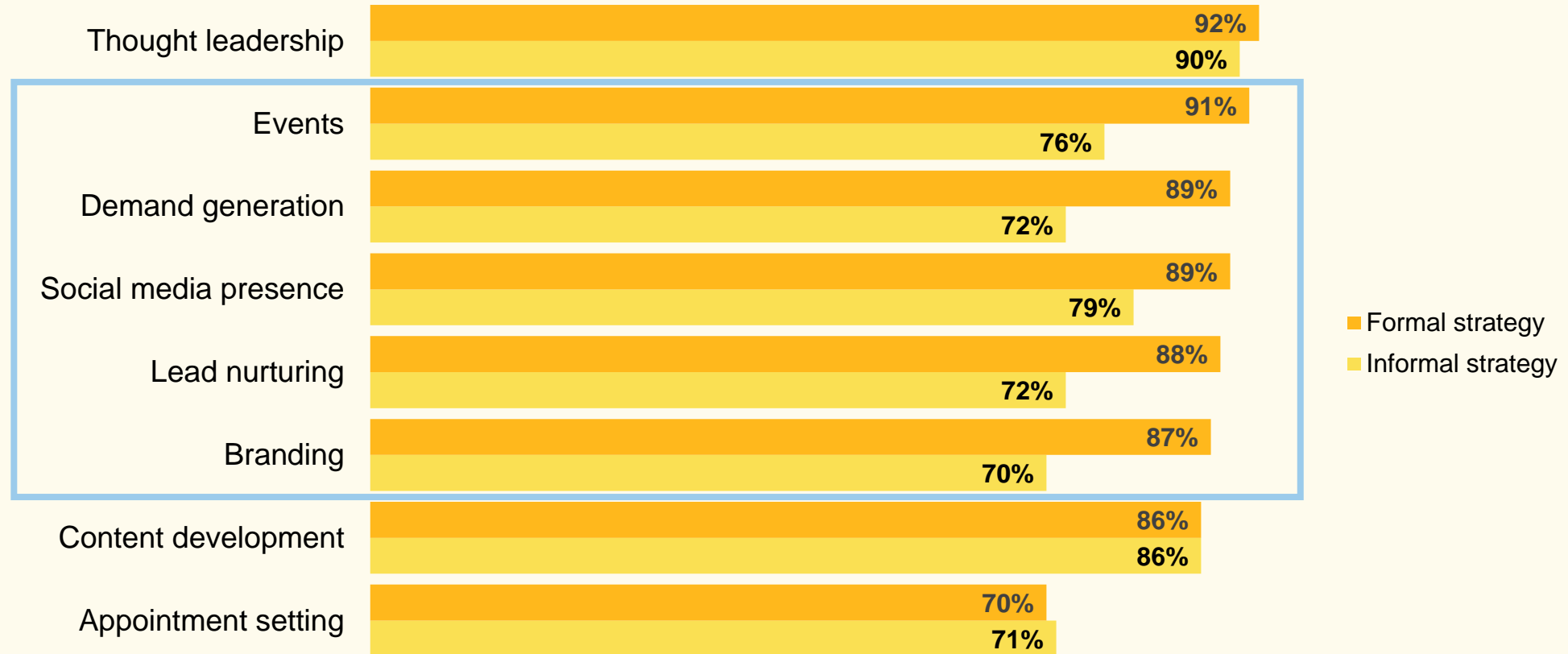
Question: What is your role in your company's partner marketing relationships and programs? **AND** Thinking about your partner marketing efforts, please rate your level of agreement with the following statements. - Members of our partner marketing team manage relationships with multiple partners

Partner marketing budget used on a variety of programs



Question: What are the top 3 programs you will spend partner marketing budget on in the next 12 months? (Please select only three)

Efficacy of partner marketing programs increases when a formal strategy is set



Question: How effective are your organization's efforts within these partner marketing programs? (Please select one answer)

How is partner engagement measured?

1

Revenue growth
rate

2

Partner
satisfaction
surveys

3

Training and
certification
completion rates

4

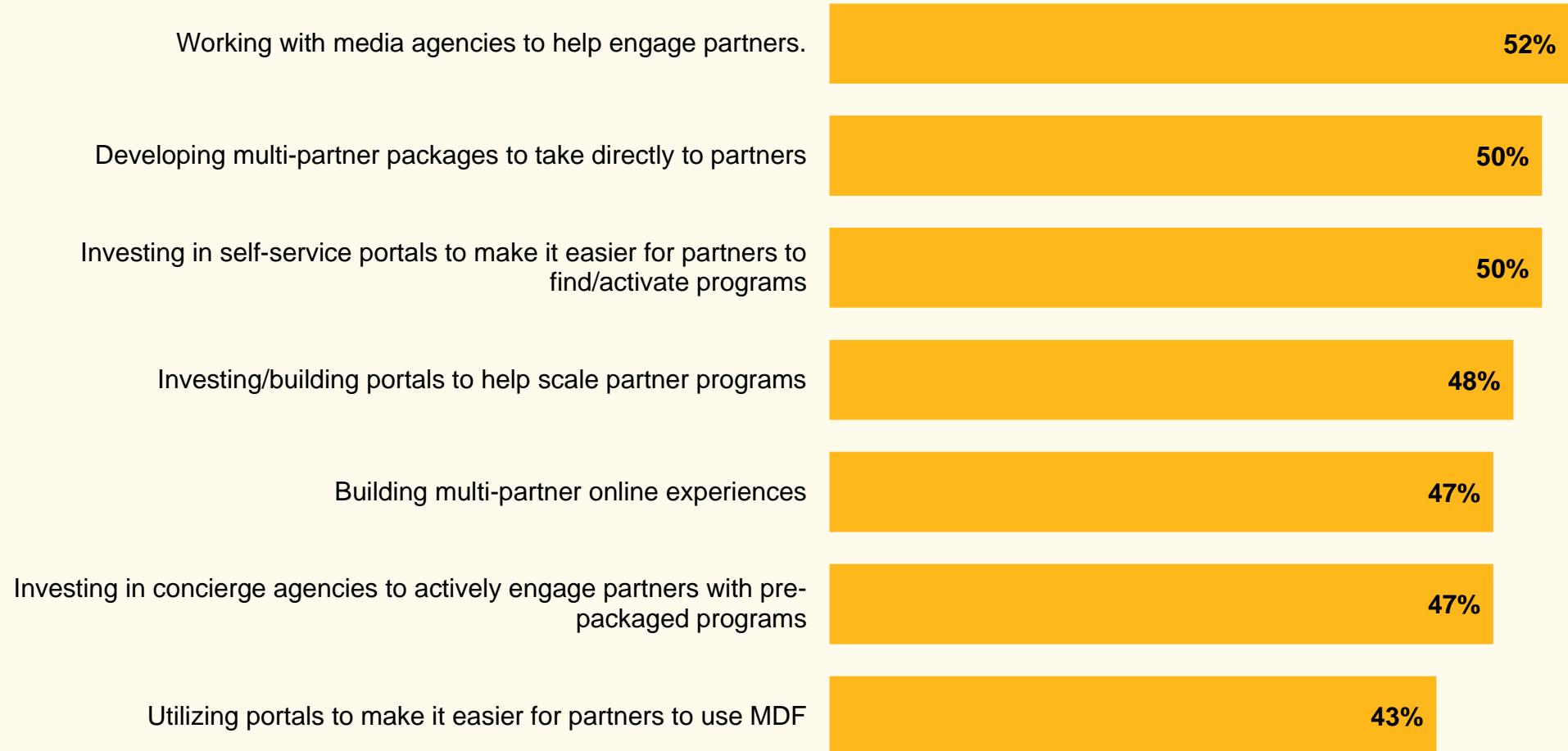
Lead conversion
rates

5

Deal registration

Question: How do you measure partner engagement?

Strategies investing in to increase partner engagement



Question: Is your organization investing in any of the following marketplace strategies to increase partner engagement? (Select all that apply)

Marketers often turn to agencies, mostly due to their expertise and objectiveness

72%

always/often work with an agency or third party on partner marketing programs

Top 3 reasons

Expertise and specialization

37%

Objective perspective

31%

Innovative tools and technologies

28%

Question: How often do you work with an agency or 3rd party on partner marketing programs, if at all?
AND What are the main reasons why you work with an agency or 3rd party on partner marketing programs? Select up to 3.

Next steps for marketers

- The value of partner marketing is continuously seen within organizations. While the marketing budget allocated to partner initiatives is expected to increase, ensure your budget is secured to continue the growth of partner programs and engagement.
- Although the amount of money may not be an issue, getting partners to use marketing development funds and executing programs within partner funding timelines can be challenging. Maintain appropriate relationships in order to stay on top of initiatives.
- Partner marketers are investing in a variety of programs, including social media, demand generation, content development, and lead nurturing. Confirm your investments are providing value by creating a list of success measurements each year, and also explore agencies and digital media partners to enhance results.
- The effectiveness of partner marketing also comes down to partner engagement, which is evaluated based on revenue growth rate and satisfaction surveys. Overcome the barriers to partner engagement by enabling integration and communication.
- Those with a documented, formal partner marketing strategy see increased effectiveness and ROI satisfaction within their partner programs, specifically in lead nurturing and events. If you haven't done so already, be sure to build out and follow a structured, formal partner plan.