



Club 50 2021

Accelerating Partner Growth Through Digital Transformation

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INTERNAL

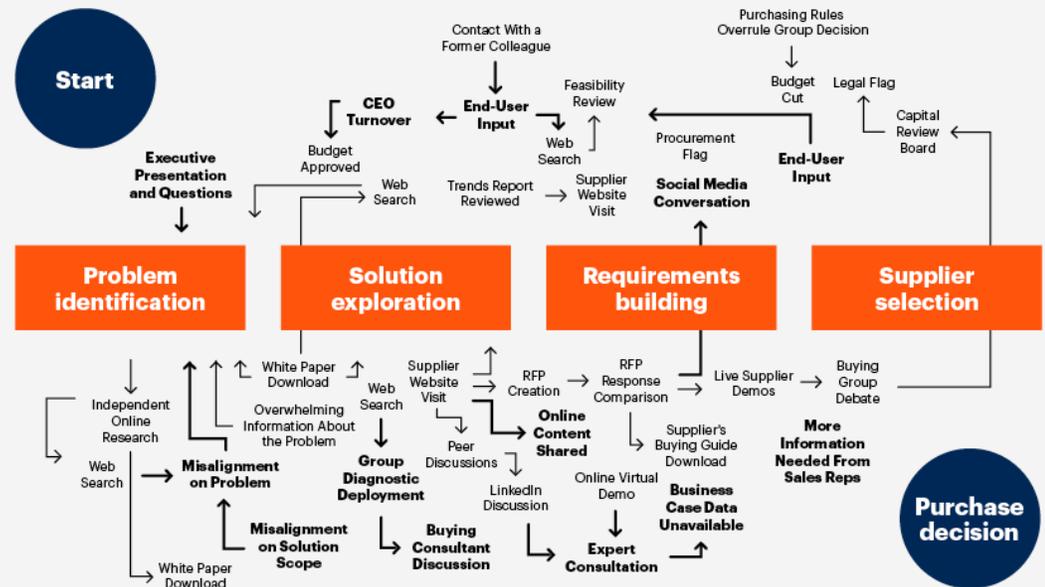
Buyers Dart in and Out of Visibility – But Don't Be Fooled

The typical buying group for a complex B2B solution involves six to 10 decision makers, each armed with four or five pieces of information they've gathered independently and must deconflict with the group.

- Source: Gartner

B2B buying journey

Illustrative

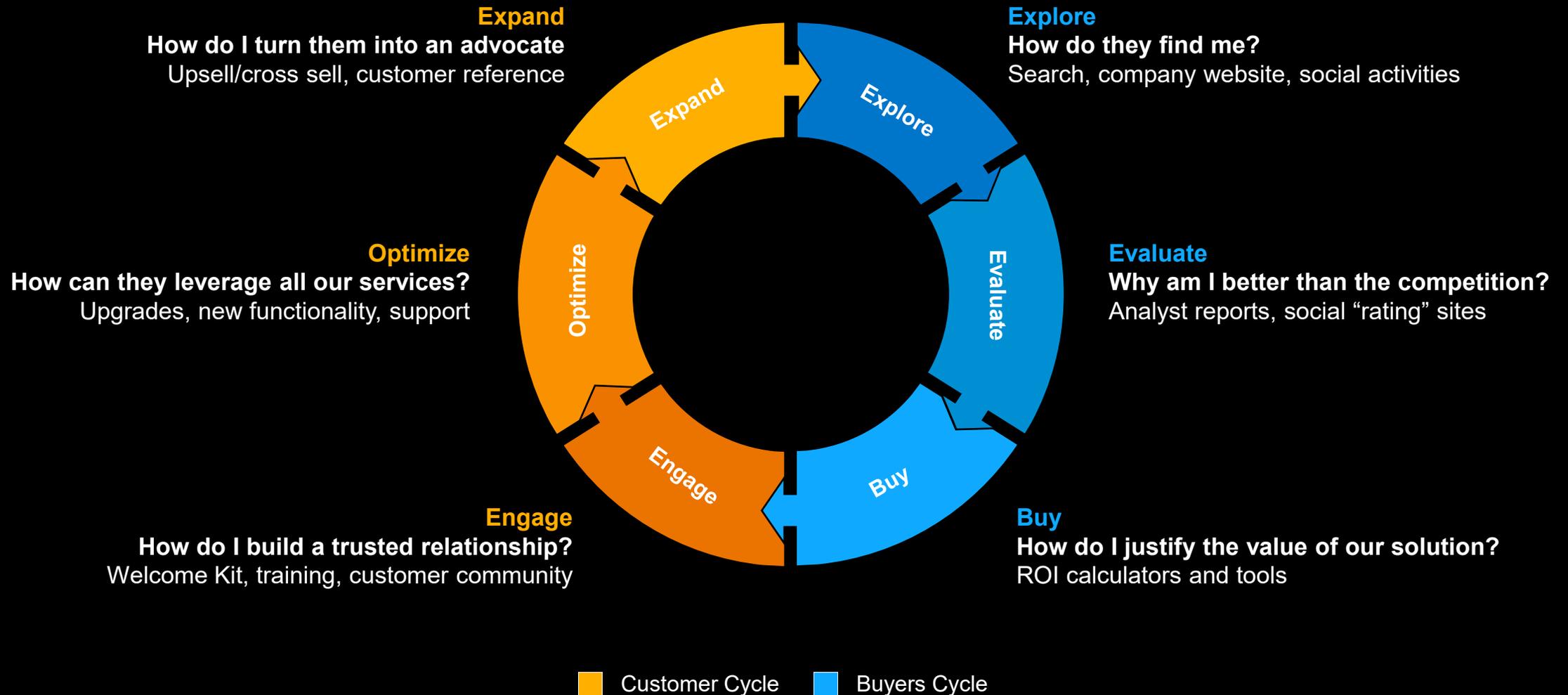


Source: Gartner
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Gartner®

Marketing is no Longer Just About Awareness

Today it Must Support the Entire Customer Lifecycle



Social Media Marketing

Provide packaged content across the social platforms



Twitter

- Retweet other experts and trusted sources
- Use up to 2 hashtags per tweet



Blog

- Write your own thoughts, or
- Write a 2 paragraph summary describing what you think of a particular article
- Include a link of the source



Facebook

- Share relevant news stories and blog posts on your wall by adding a comment and a link to the story you're referencing



Slideshare

- Share product briefs and whitepapers
- Add links in your profile and slides to aid SEO



LinkedIn

- Share relevant news stories and blog posts
- Post your own blogs and videos



YouTube

- Share product demos, interviews, and video diaries
- Tag your videos with links and keywords to ensure that your videos are found

Digital Campaign Structure

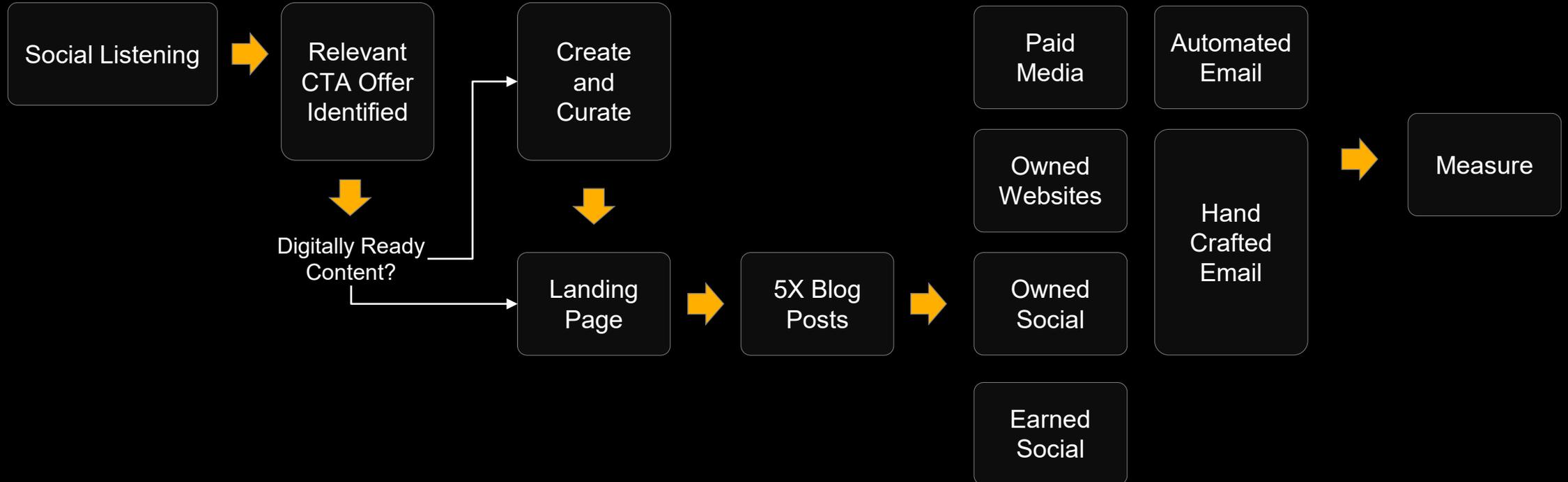
Deliver Partner Content Across 4-Phase Strategy

 Listen

 Content

 Amplify

 Measure



Digital Marketing and Demand Acceleration Journey

SAP's Global Partner Digital Marketing and Demand Acceleration Journey is a three-part journey which quickly assess and progressively enables global partners to become modern marketers and increase net new customers, retain, nurture and expand existing customers, build advocacy, and drive demand acceleration and revenue growth – no matter their current marketing acumen.

The journey is designed for a clear step-by-step progression on how to master all SAP partner digital marketing offerings to enable their success.

Target Audiences

- Internal: Regional Market Leads, Partner Business Managers
- External: The complete SAP Global Partner ecosystem (all partner types), Global Scale, Marketing and Sales professionals from each partner company

SAP recognition of digital marketing achievement is earned, enabling partners to deliver revenue through marketing



Partner Marketing and Demand Generation

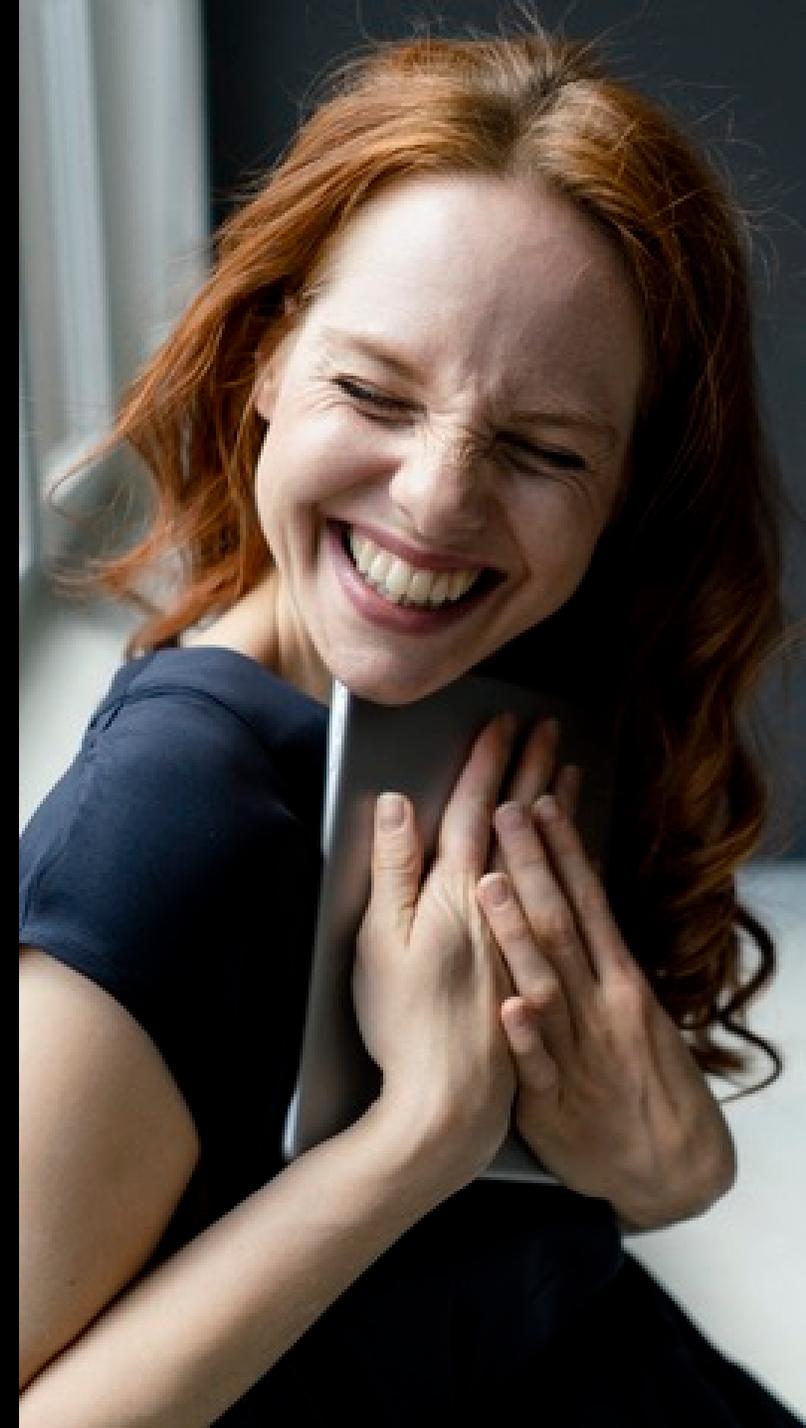
Driving Brand Awareness, Boosting Lead Generation, Building Pipeline... Delivering Results

SAP Digital Partner Marketing Academy is a marketing enablement and demand management program that empowers the SAP partner ecosystem to:

- Build sales pipeline
- Win net-new customers
- Grow revenue
- Ensure customer success

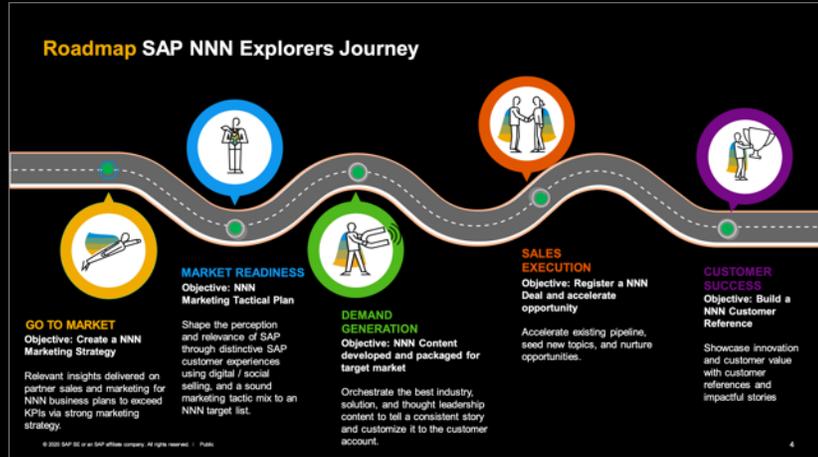
Equips partners with marketing engagement strategies throughout the customer journey using digital marketing and demand creation programs and resources, coupled with coaching to support partner success.

Experts in partner marketing and the indirect channel, the Team empowers partners through skills enhancement, execution platforms, digital marketing tools and campaigns.



Net-New-Names Explorers Journey

Digital Partner Marketing Academy



What is it?

- A repeatable and prescriptive **customer acquisition framework** designed to support Partners in **reaching, attracting, and winning** with SAP cloud solutions in net new small and mid-size businesses.
- The journey takes Partners through a holistic framework with guidance around core principals:
 - NNN Planning & Profiling
 - Getting Market Ready
 - NNN Demand Gen.
- Helps Partners to reach the right customers with the right message at the right time for faster ROI, lower customer acquisition costs, and predictable outcomes

How it Works

- Partners are provided a guided journey through the NNN Framework comprised of multiple programs and tools curated to targeting Net New Customers.
- We spotlight star performers and highlight best practices globally that will foster the required partner behavioral shift needed to increase SAP market share in GB.

Partner Digital Marketing Accreditation

Digital Partner Marketing Academy



What is it?

- Self-paced Virtual learning course for SAP Partners and Internals
- Developed and delivered by SAP Digital Partner Marketing Academy experts
- Teach Partners and SAP Personnel, leading edge Marketing Best Practices
- Participants earn a record of achievement upon completion

How it Works

- 6 weeks of course content, each week is new topic
- Delivered via on-demand courses, self-tests and assignments
- Participant has the opportunity to take a final exam to earn a record of achievement

Digital Assessment/Audit

Digital Partner Marketing Academy



What is it?

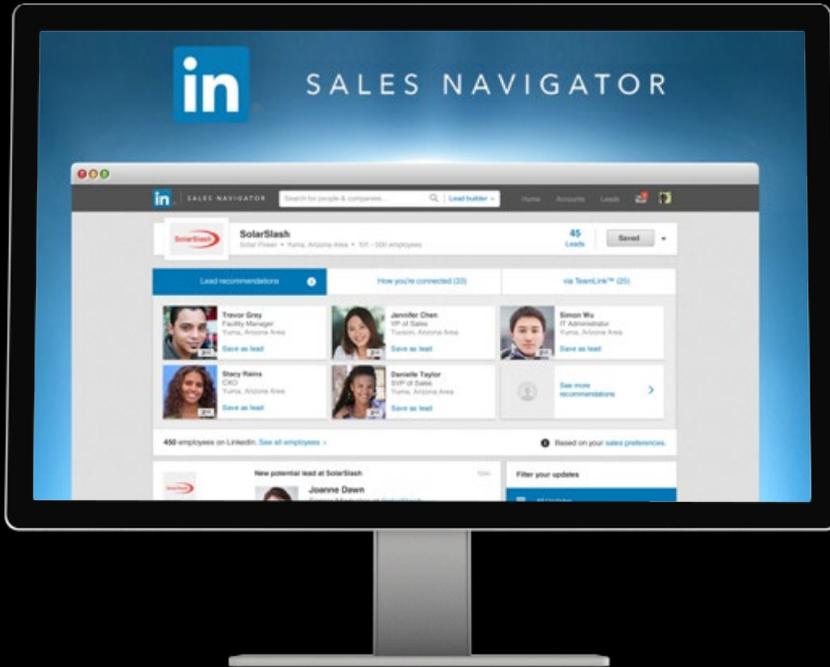
- Audit of an SAP Partner's digital presence which analyzes how their website, SEO & social media is performing.
- Identifies areas of improvement and provides guidance and resources.
- Supports partner to:
 - Increase organic traffic
 - Improve website performance
 - Execute effective social media strategy
 - Strengthen their pipeline
 - Reach revenue targets

How it works

- Partner requests the service through the online SAP Partner Benefits Catalog.
- Carried out in-house by SAP Digital Marketing experts.
- Results are then shared with the requesting partner along with digital marketing best practices.
- Follow-up during the next quarter to ensure the partner has implemented the best practices from the assessment.

Digital & Social Selling Program

Digital Partner Marketing Academy



What is it?

- Digital Demand Generation Program with enablement, campaigns and Digital Selling tools.
- Increases number of partner's productive revenue generators.
- **Unique program in the industry in conjunction with LinkedIn.**
- No-cost access to the latest social and digital selling technology and tools needed to engage, influence and win new customers.
- Develop partner's digital marketing and selling skills to generate pipeline and grow SAP's brand using **LinkedIn Navigator and Grapevine6.**

How it Works

- On demand training enablement & tools.
- Social Selling Concierge Service.
- Lead Generation DigiPack service.
- Social Amplification.
- Partners get LinkedIn Sales Navigator and Grapevine6 licenses at no cost.

Partner Marketing Excellence Workshops

Digital Partner Marketing Academy



What is it?

- A portfolio of In-depth Partner Marketing Training Workshops delivered to Key & Strategic VARS, GTP's, GSSP's
- Designed to educate and inspire SAP's priority partners to apply leading edge Marketing Best Practices that will generate incremental demand, net new customers and retention strategies
 - How to Build a Volume Inbound & Outbound Lead Gen Engine
 - 360 Degree Cloud Customer LifeCycle GTM
 - How to Influence your Customers Influencers
 - How to Succeed in The Cloud
 - Thought Leadership Best Practices
 - How to Build a Killer Value Proposition
 - How to Power Up Your Demand Generation with Marketing Automation

How it Works

- In-person & Virtual Partner Marketing Training delivered by SAP and 3rd Party Experts
- Designed to enable Partners to generate net new Pipeline & Revenues
- Aligns Partners to **SAP's Intelligent Enterprise Strategy** and Go to Market

Lead Masters

Digital Partner Marketing Academy



What is it?

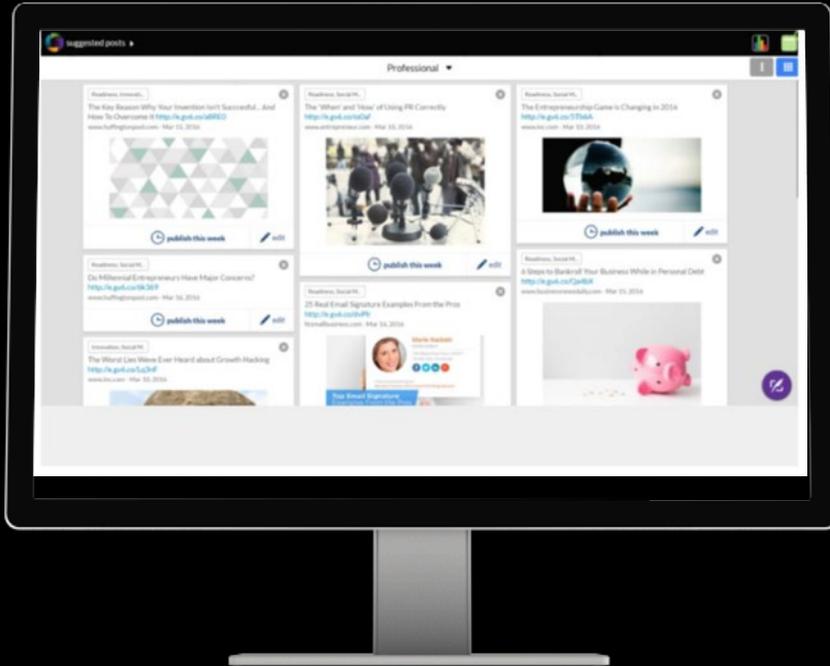
- Marketing course for targeted SAP Partners to start generating leads, opportunities and sales.
- Designed to teach SAP Partners how to effectively become their own lead generation engines.
- 100% MDF Reimbursable.

How it works

- In-person and virtual workshop versions available.
- Customizable curriculum plan.
- 12 months of SAP follow-up marketing support to ensure that SAP Partners are driving revenue based off of the learnings.

Social Amplification

Digital Partner Marketing Academy



What is it?

- Social Media amplification initiative that extends SAP small to medium business messaging globally.
- New content available daily.
- A content stream in Grapevine6 tool is dedicated to each region
- Partners and Internal employees can submit their own content to promote and amplify within the tool.
- Grows SAP's brand awareness by amplifying and promoting SAP's SME message globally.

How it Works

- Partner Reps register to get a GrapeVine6 license at no cost
- Partner attends training and demo session
- Partner begins promoting content on GV6 on a weekly basis

Partner Testimonials

Digital Partner Marketing

Marketing Workshops

Very pleasantly surprised that the workshop wasn't a lecture on SAP strategy and messaging but rather focused on practical methods and resources to align with how SAP engages with customers.

Marketing Workshops

Not knowing what to expect going into it, this Marketing Excellence Workshop provided an invaluable wealth of information from both the workshop and my peers.

Social Selling

Using Social Selling I'm able to generate leads very effectively. Linked Navigator helps me a lot in finding the right contact at customer's company for SAP Success Factors.

Social Selling

Thanks for the amazing insights you provide us yesterday. It was great and inspiring, it helped me to immediately generate leads and open one opportunity right at the event!

Marketing Programs

In less than 12 months, we've gone from finally formulating our value prop to now running similar demand gen campaigns on Outreach.io to the SAP demand gen team – and also sharing scripts with Ariba sales AEs. Fantastic program and great benefit to partner.

SAP's Commitment to Digital Transformation

Empowerment Services

- Custom Digital Marketing Academy, Partner enablement and demand generation
- Marketing Excellence Workshop Series

Demand Management

- Marketing Planning
- Demand Management Partner Portal
- Social selling, LinkedIn Navigator
- Digital Assessment of Partner's Website

Pipeline Build

- Lead Master, Lead Creation and Nurturing Program
- Customized Partner Campaign Content
- Artificial Intelligence based Services



Meaghan Sullivan

VP, Global Channel Marketing

SAP