

CHALLENGE

PARTNER ABM **AN ECOSYSTEM MULTIPLIER**

A short guide for partner and channel marketers



Most ABM guidance is written for direct sales organisations.

If you do some or all of your business through partners, resellers, integrators, alliances, referral networks, that guidance will take you most of the way, and then leave you stuck.

This guide covers the specific adjustments that matter when ABM is running through or alongside a partner channel.

Where partner programmes lose momentum

Most partner programmes aren't underperforming because partners don't care.

They underperform because:

- Partners are treated like a channel, not an audience
- Joint value is assumed, not articulated
- Enablement is generic, not account-specific

The result?

Plenty of activity.

Very little momentum.

Partner ABM fixes that by design.

The core difference

In direct ABM, one organisation controls the target account list, the relationship and the message.

In partner ABM, you share and sometimes compete for all three.

That is not a problem to solve. It is a context to design for.

The organisations that run effective partner ABM have usually worked out three things that their direct-only counterparts do not need to think about:

- Whose accounts are they, really?
- Who is having the relationship with the target contact?
- How does account intelligence travel between partners?

The partner-based ABM model

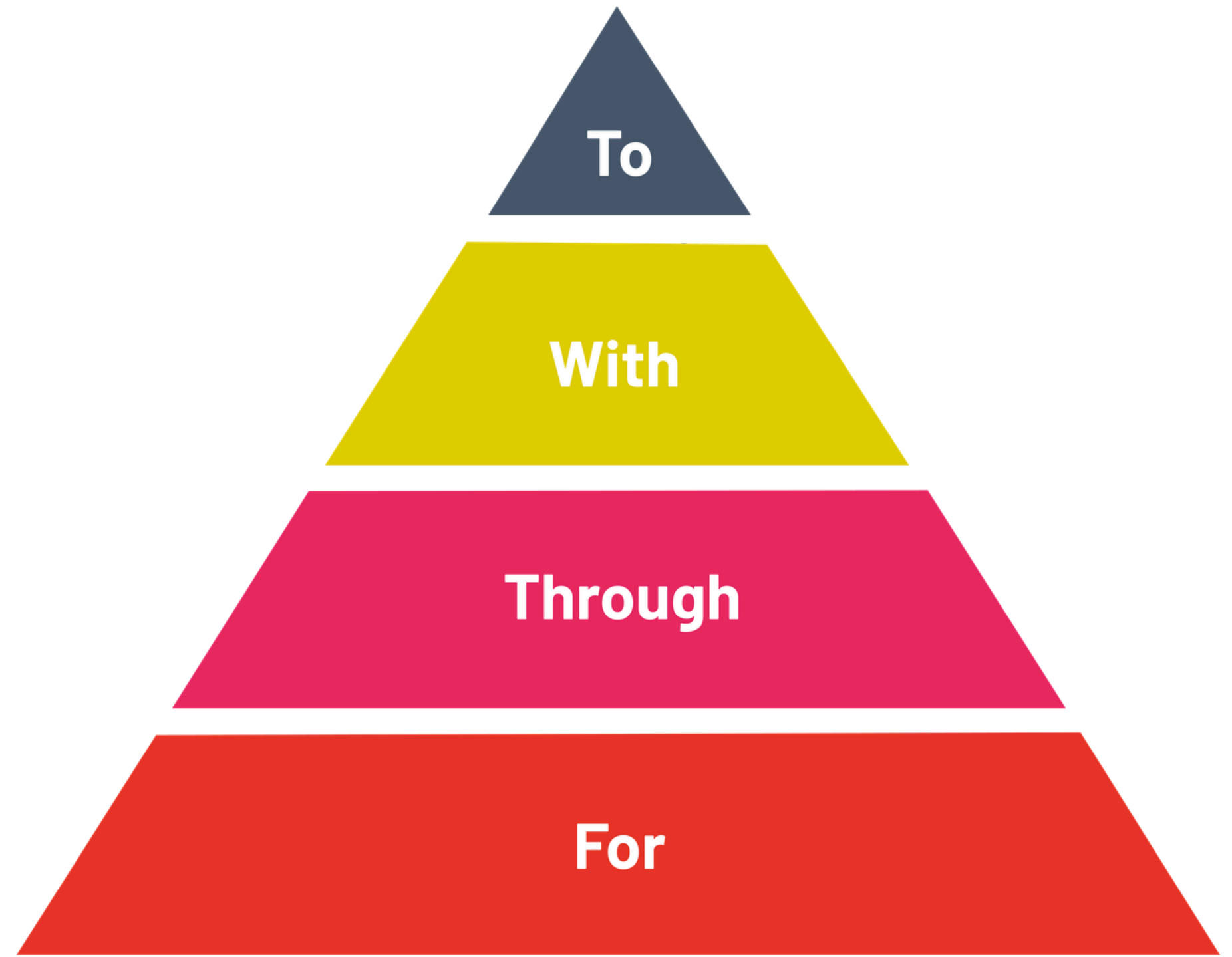
An ecosystem multiplier

Partner-based ABM accelerates pipeline and increases deal value through mutual growth.

- Expand reach
- Build credibility
- Co-create solutions

Not more partner marketing.

Smarter engagement with the partners that matter most.



The partner-based ABM model

Introduction to the "To, With, Through, For" Framework: Partner-Based ABM operates on a structured model designed to maximise the impact of partner collaborations.

This model is broken down into four key components, each serving a specific function in leveraging partner relationships to drive marketing success:

"To" - Engage Key Partners

ABM to engage most important partners

"With" - Collaborate on Joint Campaigns

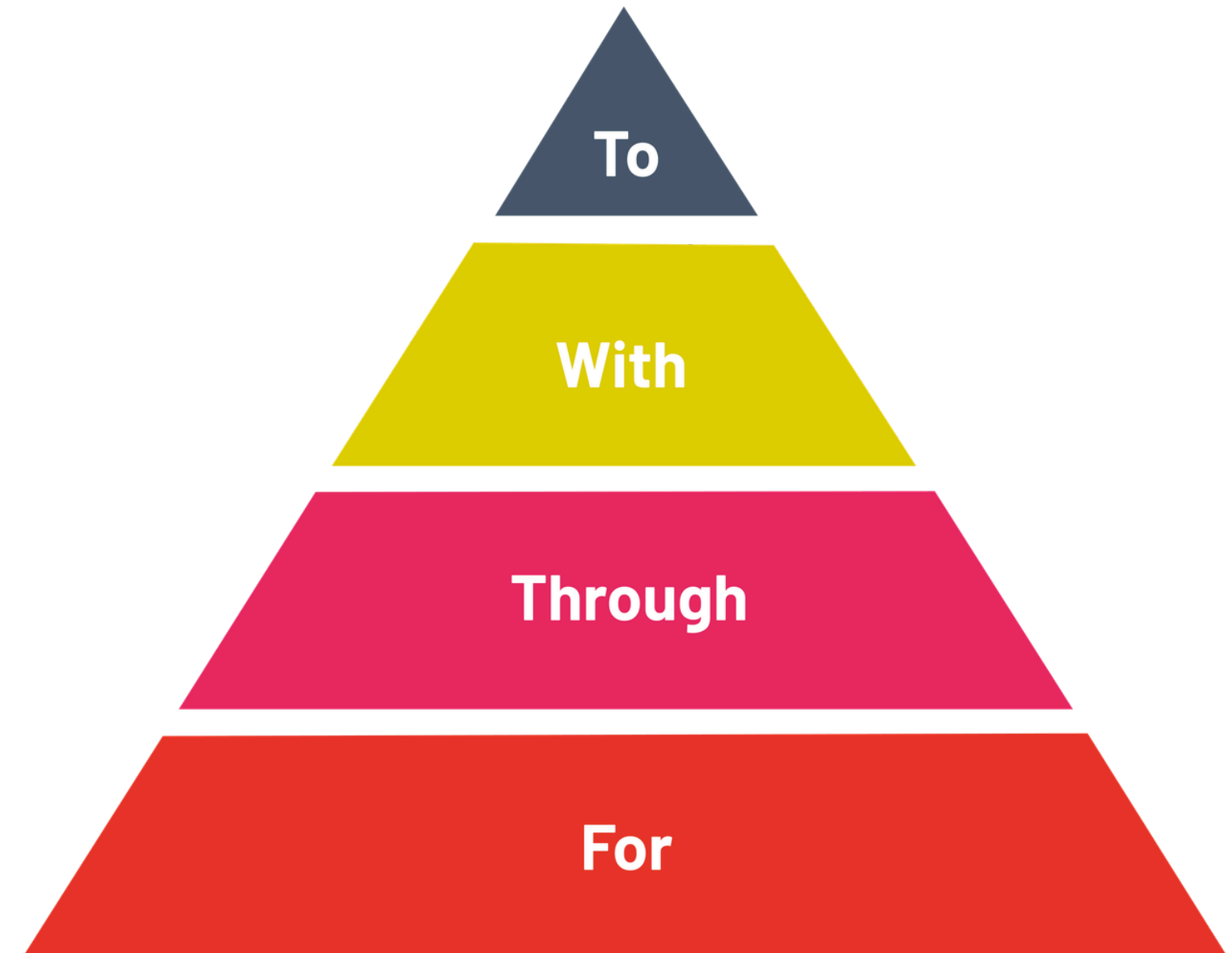
ABM with partners to create a joint proposition for key accounts

"Through" - Empower Your Partner Network

Enabling ABM through all partners by providing insight, content and messaging

"For" - Recruit New Partners

Use ABM research techniques to identify and target new partners

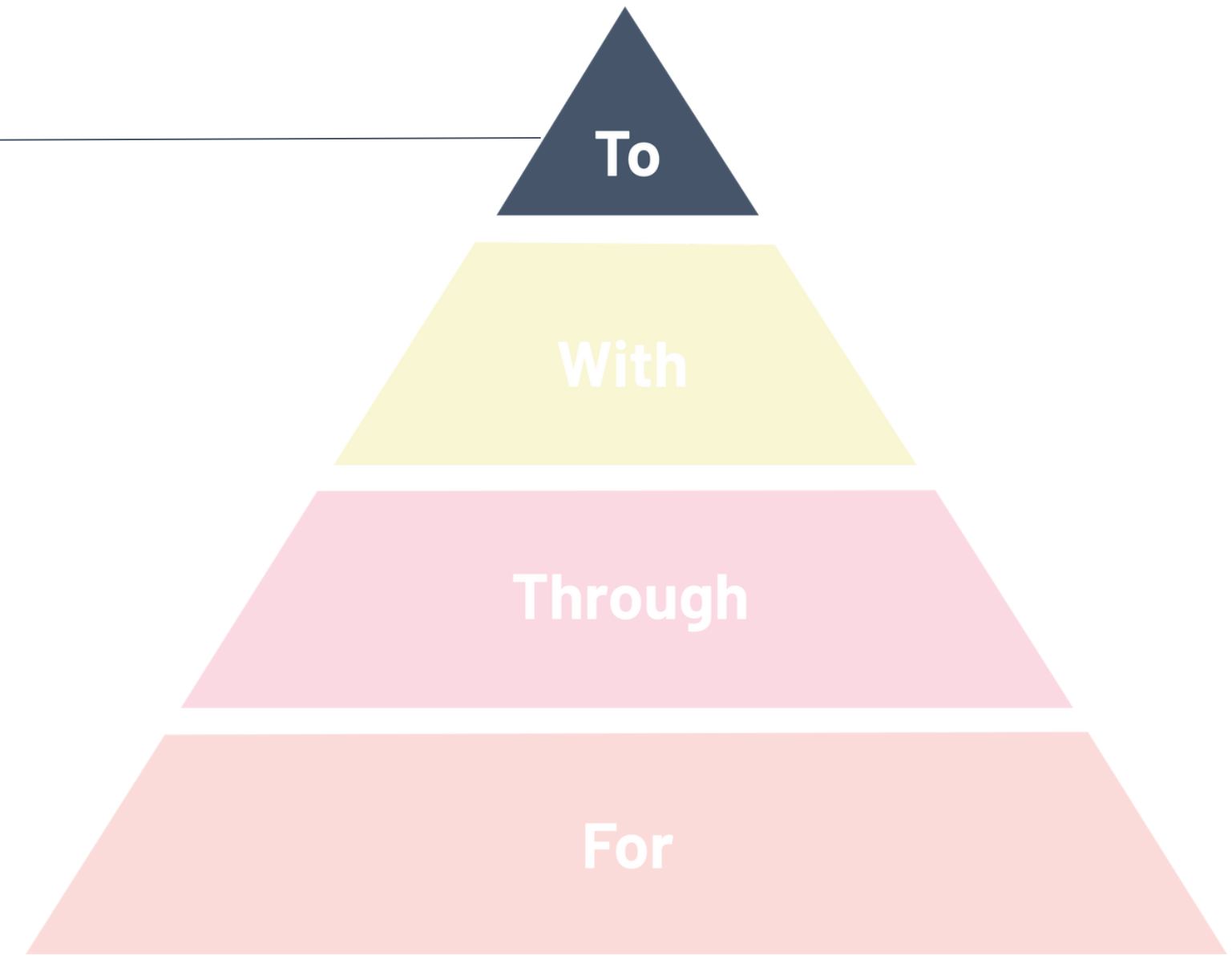


The partner-based ABM model

'To"- Engage Key Partners

In this stage, the focus is on building and strengthening relationships with your most important partners.

By applying 1:1 ABM strategies, you can engage partners more effectively, ensuring that they are aligned with your business objectives and prepared to collaborate on joint marketing initiatives.

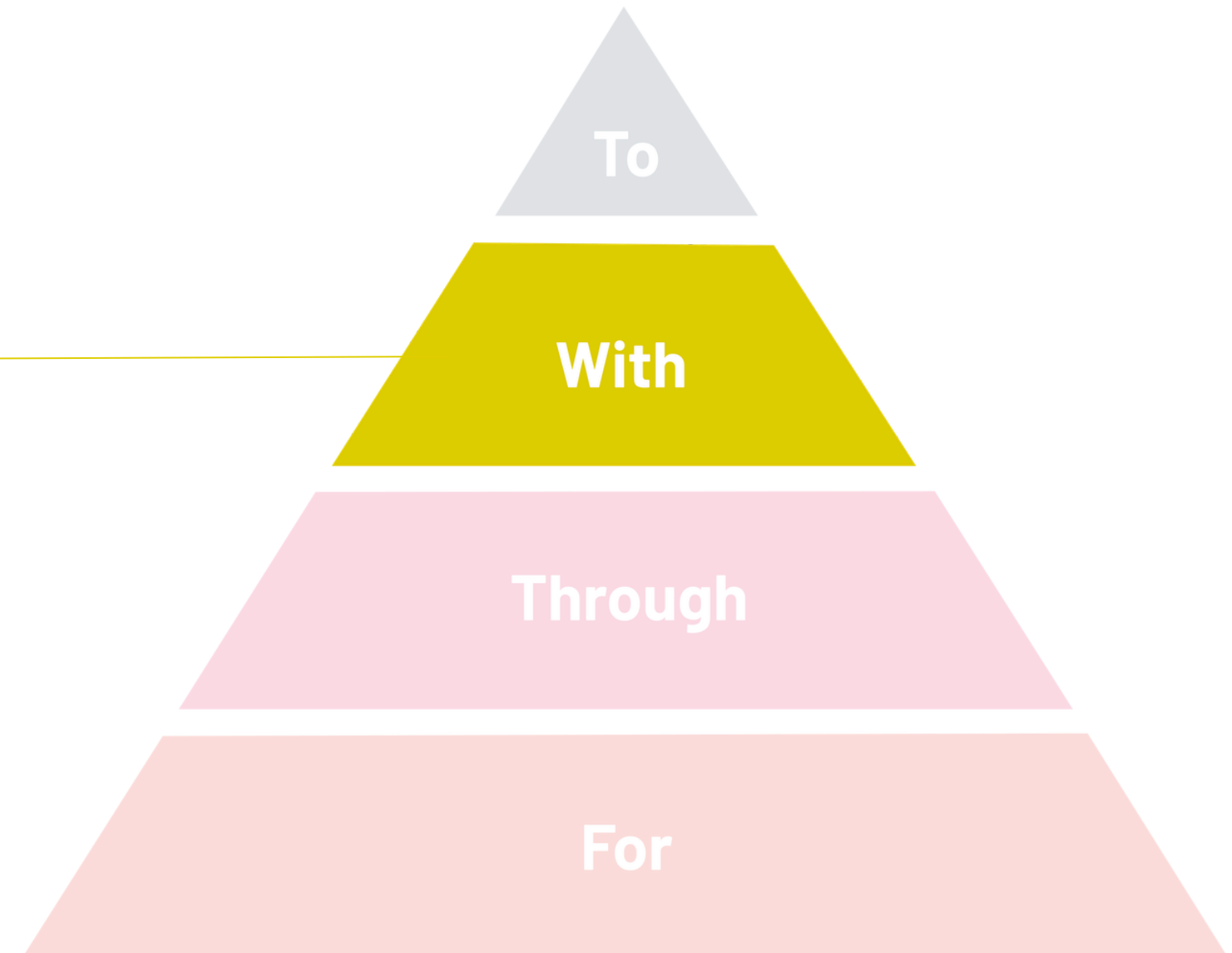


The partner-based ABM model

"With" - Collaborate on Joint Campaigns

Collaboration is at the heart of this stage. Here, you work closely with your key partners to co-create go-to-market strategies that target specific accounts or clusters of accounts.

This joint effort results in highly personalised campaigns that resonate more deeply with the target audience.

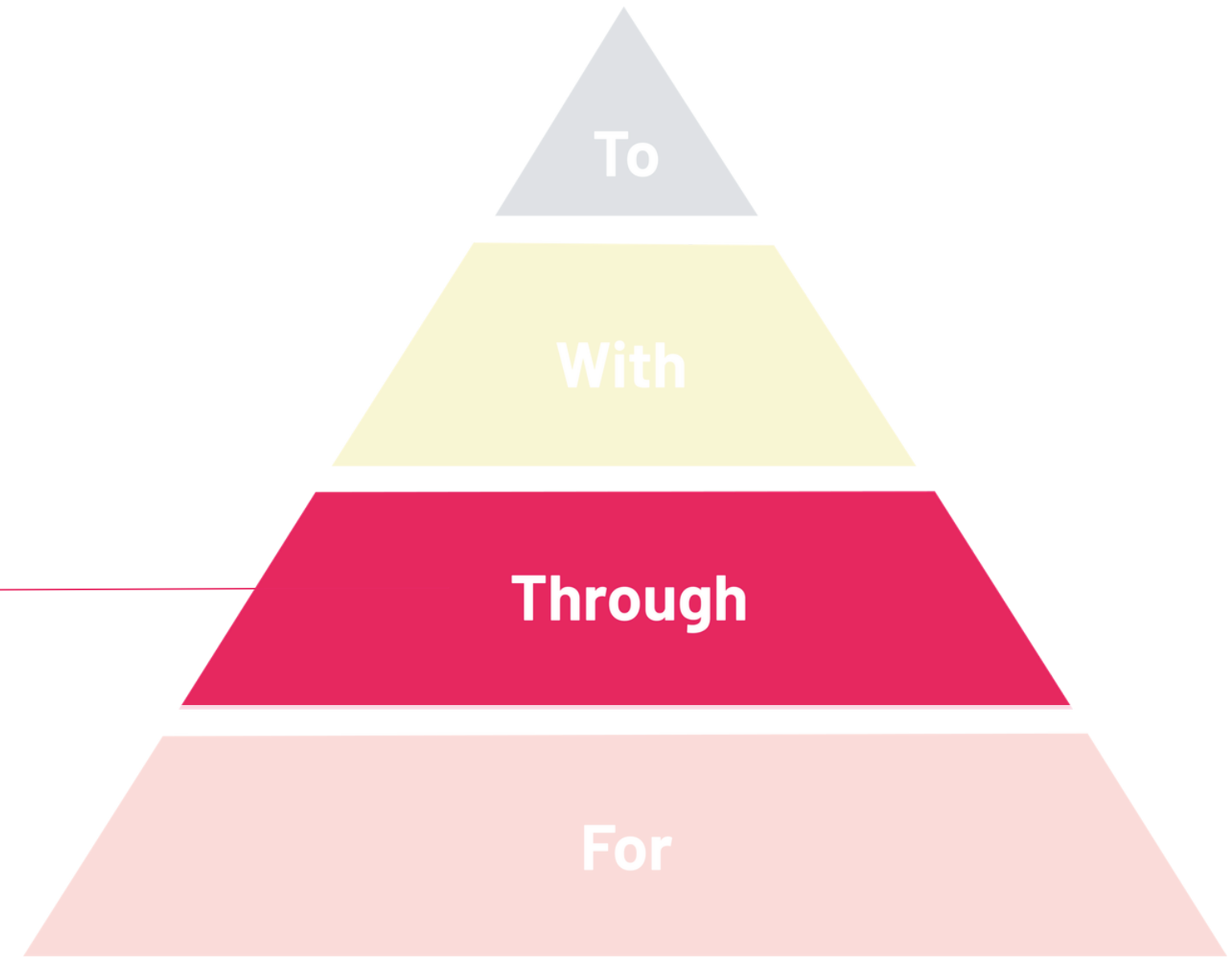


The partner-based ABM model

"Through" - Empower Your Partner Network

This stage involves equipping your broader partner network with the tools, insights, and content they need to independently execute ABM campaigns.

By providing your partners with an **"ABM in a Box"** solution, you empower them to deliver targeted marketing efforts that align with your overarching strategy.

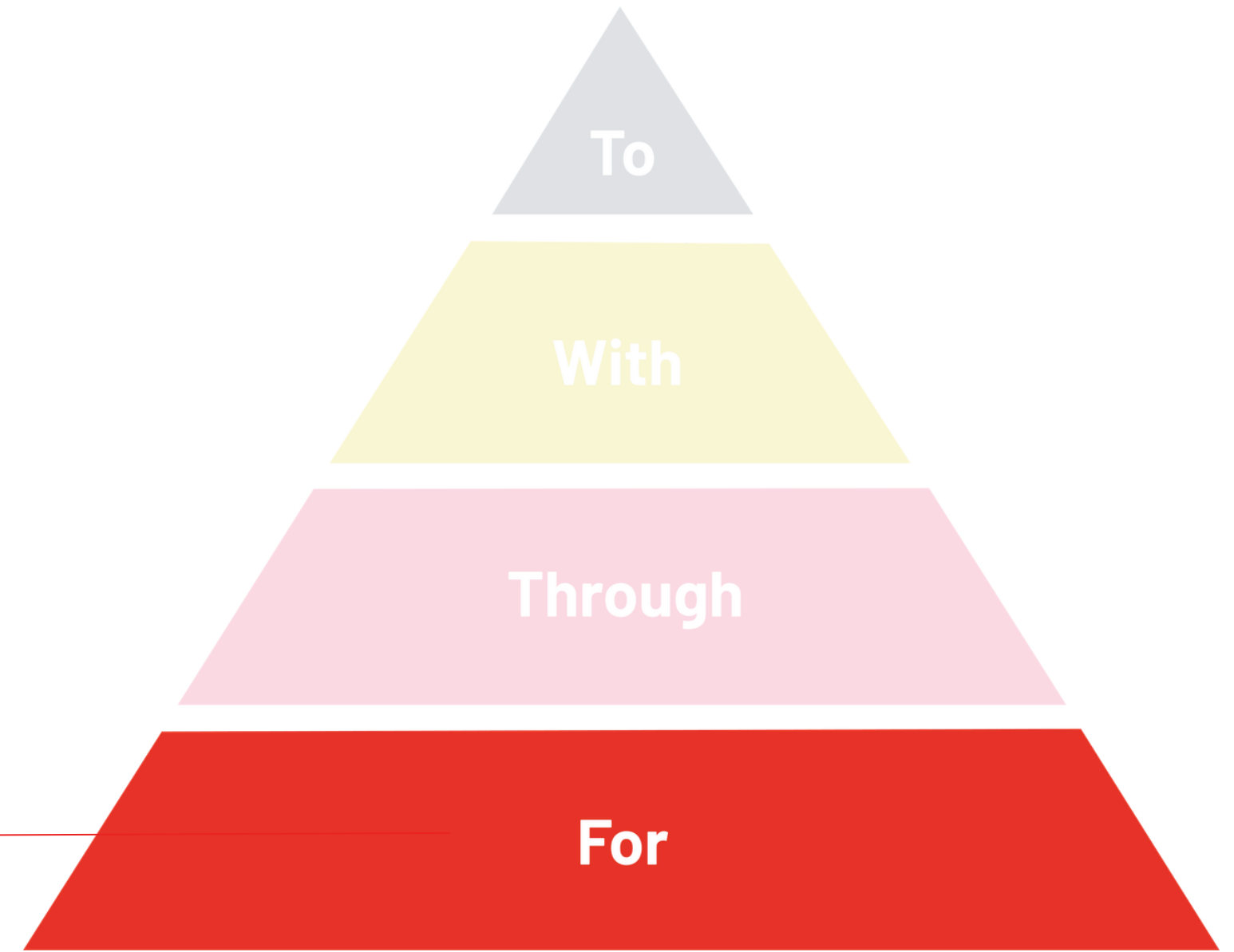


The partner-based ABM model

"For" - Recruit New Partners

The final stage focuses on expanding your partner ecosystem by using ABM strategies to identify and recruit new, high-value partners.

These partners are selected based on their ability to contribute to your business goals and enhance your market reach.



What changes in practice

Account selection

Your ICP and your partner's ICP do not always overlap. Before you build a joint target list, check whether you are aligned on which accounts you actually want. Forcing a joint ABM programme on accounts that only one party cares about creates friction without commercial return.

Content

Co-branded content works well in partner ABM – it signals joint commitment and combines expertise. The mistake is producing content that reads like two organisations talking about themselves rather than one piece of genuinely useful thinking. Write for the account's problem, not the partnership's story.

Account intelligence

This is where most partner ABM programmes leak value. Information about what is happening inside a target account – who is engaged, what they are interested in, where they are in their decision process – needs to travel between partners in a structured way. A shared account plan, even a simple one, matters more than any technology.

Measurement

Agree upfront on how you are attributing revenue. Partner-sourced, partner-influenced and co-sold are three different things. If you do not define them at the start, you will argue about credit at the end.

Benefits of Partner-Based ABM

Strategic alignment

One of the core advantages of Partner-Based ABM is its ability to ensure that your marketing strategies are tightly aligned with those of your partners.

This alignment results in more cohesive and effective marketing efforts, as both your company and your partners are working towards the same objectives with a unified approach.

This strategic alignment enhances the impact of your campaigns, leading to better engagement and higher conversion rates.

Scalable impact

By leveraging the networks and resources of your partners, Partner-Based ABM allows you to extend your reach far beyond what would be possible through direct marketing efforts alone.

This scalability means that you can target a larger audience with the same level of personalisation and precision, maximising the efficiency of your marketing efforts and driving greater results.

Measurable success

Partner-Based ABM provides clear metrics and KPIs that allow you to track the success of your joint marketing campaigns.

By setting specific goals for each stage of the ABM process, you can measure the effectiveness of your efforts in real-time and make data-driven adjustments to optimise performance.

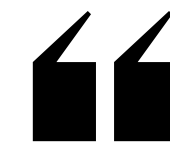
This focus on measurable outcomes ensures that your marketing strategies are continuously improving and delivering the highest possible ROI.

The question most partner marketers do not ask

Most conversations about partner ABM focus on outreach and content – what to say and how to say it together. The more important question is:

What does this partner know about these accounts that we do not?

Partners with existing relationships in target accounts often carry intelligence that is more valuable than any content programme. Getting that intelligence out of the partner's head and into a shared account plan is one of the highest-return activities in partner ABM – and one of the least common.



What does this partner know about these accounts that we do not?



Where to start

If you are exploring partner ABM for the first time, start with one partner and ten accounts. Not a framework, not a programme.

Ten accounts, one partner, a shared list and a fortnightly conversation about what is happening in each account.

That conversation is the programme.

Everything else – the content, the events, the co-marketing – supports it.

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If you want to think through what this looks like for your specific partner ecosystem, that is a conversation we are happy to have.

THANK YOU

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