

# INVASION OF THE CHANNEL MARKETING MONSTERS!

**GEN AI SAVES THE DAY FOR PARTNER MARKETERS**

## Scaling Spectre Strikes Again!

73% of global customers won't buy unless marketers speaks their native tongue.<sup>1</sup>

## THEY CAME FROM THE B2B MARKETING VOID

### CONFOUNDING CHALLENGES FROM THE CHANNEL

Scanners report rising turbulence in the outer reaches of B2B partner marketing space. Veteran marketers know these disturbances well: they siphon precious hours, fracture communications, and bend dashboards into optical illusions. Yet their true forms remain hidden to all but the bravest and boldest of B2B leaders.

Widening gaps in the workflow continuum still threaten to diminish ROI. Partner teams continue surrendering hours each week to low-orbit chores, including meeting prep, data entry, and status reports. Now, time better spent fueling strategy and launching campaigns is wasted on endless tasks and mindless paperwork.

With global expansion adding yet another layer of disruption, a combination of automation, generative AI, and incentives still remains the best way to fight back against these ever-growing threats to productivity.

**Below:** Insight Invaders rake the skyline with ROI-ruining rays, threatening partner marketers across the globe.



## Time-Eating Titan Guzzles Growth!

16 hours of vital productivity vanishes every week, lost to repetitive, manual tasks.<sup>2</sup>

## Demotivator Demon Vanquishes Loyalty!

84% of consumers say they'll only stay loyal to brands who offer the right incentives and rewards.<sup>3</sup>



# DYNAMIC DUO TO THE RESCUE!

Don't let your efforts fall victim to the looming monsters of marketing. With the combination of humanity's top marketing experts working alongside technology's best tools, including custom GPTs that speed content creation, automated enablement platforms that support partners at scale, and data-driven incentive programs that keep engagement high, partner marketers can reclaim lost hours, lift ROI, and stay one step ahead of every threat.

Curious to learn more? Get [The Partner Marketer's Guide to Generative AI](#)

[Read the eBook](#)



<sup>1</sup> <https://www.statista.com/statistics/1297022/online-shopping-attitudes-different-language/>

<sup>2</sup> <https://blog.hubspot.com/marketing/ai-workflow-automation>

<sup>3</sup> <https://queue-it.com/blog/loyalty-program-statistics/>