360insights
Channel Marketing

EXPERT MARKETING SERVICES THAT DRIVE RESULTS

WHO WE ARE

CHANNEL MARKETING THAT ACTUALLY WORKS

We know marketing. We've chosen to focus where it matters most: the channel.
We help technology vendors turn their partner ecosystems into their most powerful sales engine, through integrated marketing programs built by people who understand how they operate, what partners need, and how to move toward revenue.

We work as a seamless extension of your team, bringing deep expertise with the full resources of 360insights, without the overhead of building it in-house.

PROVEN EXPERIENCE

10+ decades
combined in B2B and the channel

100,000+
social media posts published

2,000+
blogs published

200+
social media programs delivered

500+
webinars delivered

300+
speaking engagements

250+
marketing enablement videos

THE RESULTS

WHAT WE DELIVER

395% MORE SOCIAL FOLLOWERS

3x MORE AVERAGE OPEN RATE

14% MORE SOCIAL WEB TRAFFIC

64% MORE ENGAGEMENT

OUR SERVICES

FOUR WAYS WE DRIVE PARTNER PERFORMANCE

From awareness to revenue, our services help you engage partners, enable success, build skills, and accelerate growth.

ENGAGE PARTNERS

Strengthen partner relationships through strategic communications, thought leadership, and engagement programs that build trust.

- Awareness Campaigns
- Blogs & articles
- Customer testimonials
- Executive branding
- Ghostwriting
- LinkedIn group management
- Partner communications
- Partner roadshows & events
- Podcasts & vodcasts
- Recruitment campaigns
- SMAPs (Social Media Amplification Programs)
- Thought leadership
- To-partner campaigns

ENABLE PARTNERS

Equip partners with the programs, tools, and operational support they need to participate, execute, and grow.

- ABM campaigns
- Campaign development
- Co-branded asset creation
- Enablement resources
- Fractional leadership
- Managed Marketing & Concierge Services
- Onboarding programs
- Partner acquisition
- Partner content audits
- Partner portal management
- Partner programs guides
- Through-partner campaigns
- Thought leadership

EDUCATE PARTNERS

Build partner confidence through AI education, marketing training, and sales readiness programs built to improve execution and long-term success.

- Gen AI workshops
- Marketing best practices training & workshops (on-site, video & virtual)
- Onboarding training
- On-site event logistics
- Partner training decks
- Product & portal demos
- Prompt engineering
- Social selling execution
- Social selling training
- Webinar development
- Webinar logistics & promotion

DRIVE MORE REVENUE

Generate pipeline and improve partner performance with integrated demand generation, messaging, and sales enablement programs.

- ABM Programs
- Battlecards
- Integrated campaigns
- Joint value propositions
- Lead gen & nurture programs
- Marketplace strategy
- Messaging frameworks
- MDF & Co-op fund training
- Multi-channel campaigns
- Partner playbooks
- Sales collateral
- Sales presentations
- Search optimized content
- Webinar presentations

READY TO ACCELERATE PARTNER GROWTH?

Connect with our team and start building your channel marketing advantage.

Schedule a consultation | Visit our website

360insights Channel Marketing

300 King Street, Whitby, ON L1N 4Z4 1-866-684-2308 www.360insights.com

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