

Reactivation of lapsed resellers.

As every sales organisation knows potential customers are more easily 'farmed' than 'hunted'. Resellers who have previously been customers should be less effort than acquiring new resellers in terms of effort, and budget. ZOOtech's Channel experts are here to help vendors reconnect with their Reseller base

Scenario

Despite the best efforts of one of the UK's largest IT distributors, a number of their resellers had become disinterested in vendors who failed to show new initiatives or were perceived as having a tired product set. Resellers will always sell products that are fresh on their desktops or more widely publicised; legacy products and services that have had little recent marketing activity can drop off the Reseller radar.

Solution

ZOOtech would develop a campaign that would include a high-profile theme that engages with Resellers on a personal level, attracting them with interesting gifts and giveaways, as well as offering rebates and discounts. This can be centred around an online platform with a login section and a background API that enables the Distributor to monitor sales activity and reward participating Resellers, according to selected criteria. Either a percentage sales increase or pre-set activity levels. Resellers can be drawn to this portal through Social Media, Direct Mail, EDM and telesales. Monthly reward reports keep Resellers engaged. All activity can be reported on through MA tools.



Typical Tool Set

- Microsite portal with registration page
- Ecards (deployed through MA platform)
- DM pieces
- Content creation
- Social media posts
- Data sourcing and segmentation
- Telesales



Results

- Data collection and validation
- Direct reseller contact
- Ongoing engagement
- Transparency
- Increased click through rates
- Reporting through MA platform