

5 Reasons Manufacturer Marketing Programs are Not Enough

Despite the number of resources provided by manufacturers, it's not enough to help solution providers differentiate themselves and grow their revenue.

Understanding the Problem

While solution providers are recognizing the importance of strategic marketing, we have found that many are still struggling to effectively plan and execute:



75%

rank execution and campaign management services as very and/or extremely important



68%

say marketing strategy and planning services are very and/or extremely important



Additionally, when campaigns and content are provided by the manufacturer, it becomes increasingly difficult to differentiate your brand. Many see the need for customization:

56%

want more customized marketing content rather than using manufacturer templates

Take Control of the Situation

Manufacturer enablement programs provide a great foundation, but to truly differentiate your brand and strengthen your lead generation efforts, where can you turn?



52%

of solution providers are using 3rd party marketing enablement support



Keep in mind that it's important to partner with an organization that understands and specializes in your industry:

75%

want a marketing support manager to have industry knowledge