



CASE STUDY

A Playbook for Growth Through Channel Marketing

Introduction



Kore-Tek, an integrator of optical networks, has been at the forefront of digital network transformation projects. Renowned by major OEMs and channel partners for their deep knowledge of optical networks and guidance to transform businesses, they are the go-to company when network engineers need additional expertise. They are deeply trusted by the companies they work with but have wanted to broaden their network of contacts and create a bigger, steadier pipeline.

Knowing this, the company was at a crossroads. The leadership wanted to move from being the company called when others are in a pinch, to being considered and consulted early in the sales cycle. The managing partners knew that in order to grow the business to the next level, they needed a new strategic go-to-market approach to augment their current sales processes.

The opportunity for growth

Kore-Tek is a nimble company with most of the staff in revenue-generating engineering roles and few resources dedicated to Sales and Marketing. It was the right time for Kore-Tek to invest in what they called “The Year of Marketing” and bring their business to the next phase of growth.

Wild Plum was selected for their 40+ years of combined marketing and network technology industry experience. This meant less time ramping up on terminology, go-to-market models, and the culture of the industry. Kore-Tek CEO Ryan Young was confident Wild Plum would be effective and deliver a solution to help them make an immediate impact. In fact, the initial analysis to channel program implementation was done in only a few months. And, as a boutique agency, Kore-Tek knew they’d receive highly personalized, responsive service and would be comfortable working directly with the Wild Plum team.

Wild Plum’s first deliverable was a blueprint mapping Kore-Tek’s goals with a focused plan of action. This clarified what Kore-Tek needed to do with a clear approach to make it happen.

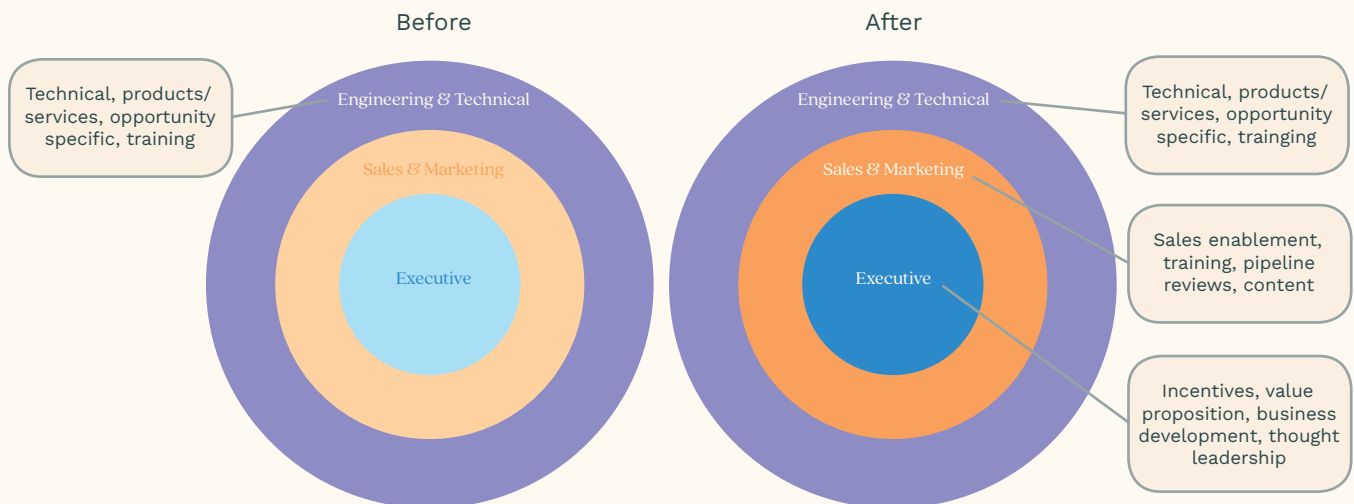
Desire	Approach
Grow their sales database	Enable channel partners to find and position opportunities for Kore-Tek services
Build executive-to-executive relationships	Identify decision-makers in partner organizations to allow Kore-Tek to demonstrate their business case
Improve brand awareness	Develop consistent and succinct messaging, sales support materials, and training geared toward channel partners
Smooth the revenue cycle	Increase and diversify the sales pipeline through channel, additional services, and expanded OEM partnerships
Increase opportunity pipeline	Expand relationships and service offerings and demonstrate capabilities to new and existing channel partners

Wild Plum conducted a thorough analysis of Kore-Tek’s business that included an audit of its current marketing efforts, voice of customer (VOC) interviews, and a review of their go-to-market approach. Wild Plum concluded that based on Kore-Tek’s current go-to-market model, lack of brand awareness, and internal resources, a channel marketing program would yield the most impactful results. It would include a marketing campaign as the foundation for a future, full-scale channel program that would help Kore-Tek leverage the size, scale, and reach of its global partners.

Solution: Develop a channel marketing campaign and program playbook

Ahead of the channel program development, Wild Plum developed a buyer persona, conducted a channel VOC, and refined Kore-Tek’s messaging for the channel partners. The prep work was critical in identifying customer insights that were previous blind spots, such as:

- when and how Kore-Tek is thought of by their partners,
- partner preferences for communication and engagement, and
- how their partners evaluate their relationship and measure success



The program needed to provide a blueprint for a consistent approach so Kore-Tek remained top of mind. To do so, partners needed to understand Kore-Tek’s capabilities and interact with them more frequently. The increased interaction was a critical element to shift their conversations from tactical to relational and ultimately build strong, sustainable business partnerships, particularly with executives.

Knowing that Kore-Tek was short of Sales and Marketing resources, the playbook included things that could be executed by existing team members with little time and investment.

The Kore-Tek channel program has five keystone elements and is built to scale over time.

- executive-to-execute outreach
- regular marketing communications
- training
- program report cards
- partner recognition



Results right away

Prior to the channel program, Kore-Tek and their partners were mainly engaging engineer-to-engineer and transactionally. Since the program was developed, Kore-Tek’s equipped to engage with its partners at the executive, Business Development, and Sales and Marketing levels and deepen

their engineering relationships. Kore-Tek now has a blueprint to communicate with higher-level contacts, offer industry-focused information, and share their best practices, provide needed partner training, and better assess their partner pipeline to demonstrate commitment to mutual success.

The program also includes a roadmap to expand the program as sales increase, relationships are deepened, and executive mindshare is captured. This will include strengthening agreements, incentives, co-marketing, end-user events, and more.

“Wild Plum not only knows our industry but our team was impressed at how quickly they came to know us. They helped us focus and find a solution that put us on the quickest path to growth. And we’ve already had tremendous feedback from our OEM and VAR business partners.”

**Ryan Young
Kore-Tek CEO**



Reach out to us at hello@wildplummarketing.com.

We can’t wait to work with you.