





CHANNEL MARKETING TRENDS

Terra Bastolich – Chief Marketing Officer, GetWireless



ELEVATE PARTNER SUMMIT – 2023

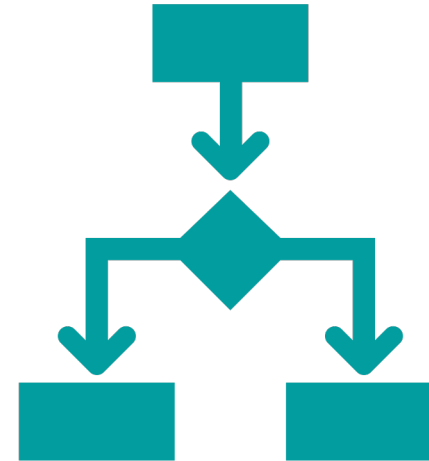
WHAT DO WE KNOW ABOUT THE MARKET?



CHANNEL FUTURES: Growth in IT Market



Channel Partners to Drive More than
70% of IT Spending in 2023

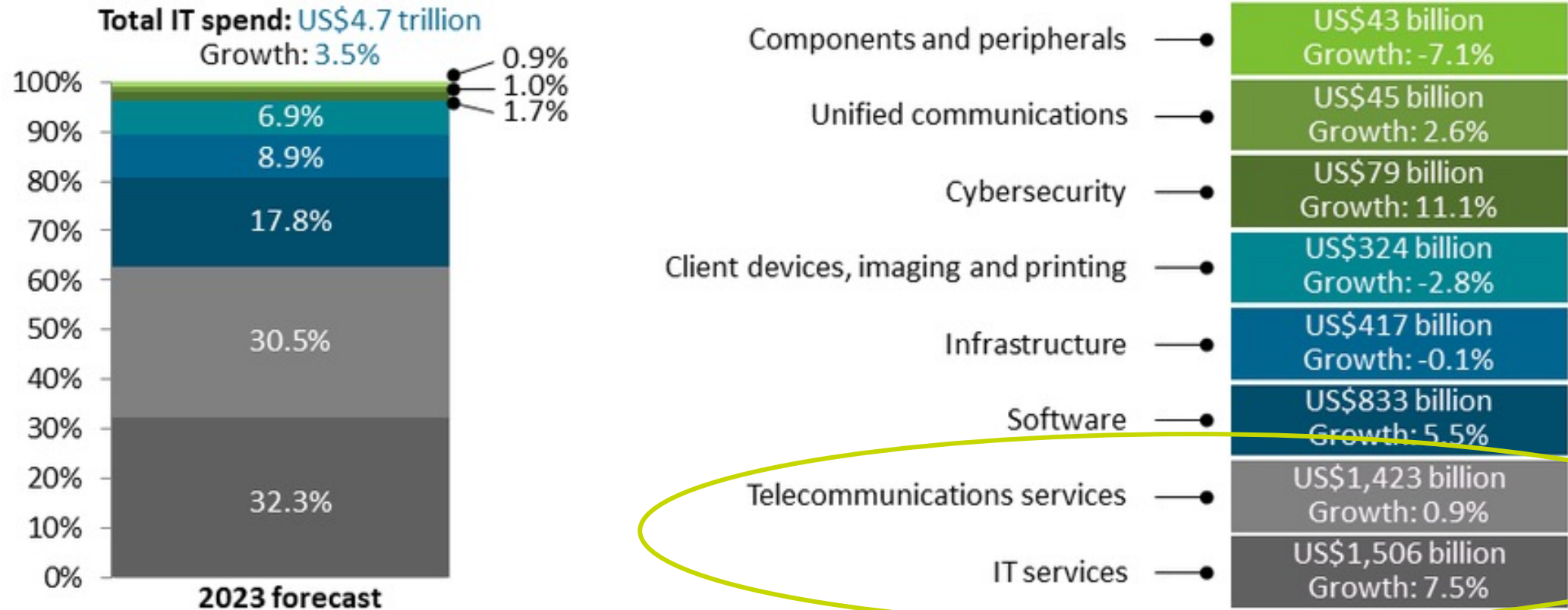


Spending via channel partners will also
grow 3.7%, outpacing direct IT sales.



IT spend to increase 3.5% to US\$4.7 trillion in 2023

Worldwide total addressable IT market by category, 2023 forecast



Source: Canalys estimates, Channels Analysis, July 2023 (excluding consumer IT spending)



Partner-delivered IT technologies and services will exceed **US\$3.4 trillion** in 2023, accounting for the **more than 70%** of the total addressable IT market

Worldwide total addressable IT market by route to market, **2023 forecast**



Source: Canalys estimates, Channels Analysis, July 2023
(excluding consumer IT spending)

North America accounts for 38% of total IT spend

Worldwide total addressable IT market by category and region, 2022 and 2023 forecast

IT spending
(US\$ trillion)



Source: Canalys estimates, Channels Analysis, July 2023 (excluding consumer IT spending)



CHANNEL FUTURES: Growth in IT Market

- The research firms says to look for growth to rebound next year, fueled by businesses and governments **accelerating their investment in technology refresh**, said Canalys.
- These organizations are pushing ahead with delayed projects and new initiatives. Initial forecasts for 2024 expect more robust growth of nearly 7% overall, with IT spending hitting \$5 billion for the first time.

2024 

“Given the importance of the channel, the success of vendors will increasingly rely on their resell, co-sell, co-marketing, co-retention, co-development and co-innovation strategies.”

Canalys IT spending forecast and opportunity for channel partners. The forecast comes as more vendors adopt a “partner-first” strategy.

Canalys' Matthew Ball



ELEVATE PARTNER SUMMIT – 2023

CHANNEL MARKETING TRENDS



CONTENT CONTENT CONTENT

Future-Proofing B2B Marketing: Key Strategies For 2024 Planning Success

- The Growth Of Influencer Marketing
- Optimizing Video Marketing
- Introducing Voice Search
- Enabling Self-Service Buyers



CONTENT: The Growth Of Influencer Marketing

Future-Proofing B2B Marketing: Key Strategies For 2024 Planning Success



To properly incorporate influencer marketing into 2024 strategies, which 91% of B2B marketers plan to do, practitioners first need to find their influencers.

Influencers can be brand advocates or vocal product users, but the main criteria is an individual with a large, enthusiastic following that actually uses or can use your product.

CONTENT: Optimizing Video Marketing

Future-Proofing B2B Marketing: Key Strategies For 2024 Planning Success

The average person watches 17 hours of online video per week, priming B2B marketers to swoop in and monopolize some of those minutes. With the dominance of mobile devices (it's estimated that 75% of people watch short-form video content on their phones), video content that's mobile-friendly will help marketers reach a wider audience and stay accessible in today's fast-paced business environment.



CONTENT: Introducing Voice Search

Future-Proofing B2B Marketing: Key Strategies For 2024 Planning Success



The preference for yelling out a question is bleeding over into peoples' professional lives, too, as 50% of buyers currently conduct their B2B searches through voice assistants, and 78% indicate that they are likely to use voice search to make a purchase in the next year.



CONTENT: Enabling Self-Service Buyers

Future-Proofing B2B Marketing: Key Strategies For 2024 Planning Success



75% of B2B buyers

prefer to buy online without interacting with a salesperson, self-service options put the power in the hands of B2B buyers, allowing them to independently browse, research and make purchasing decisions at their own pace, fostering a sense of autonomy and confidence in their choices.



ELEVATE PARTNER SUMMIT – 2023

GETWIRELESS MARKETING SERVICES & MVP





MVP PARTNER PROGRAM

GetWireless offers a best-in-class MVP Program for our top-tier partners. The MVP Program offers many industry-leading benefits, unmatched by other distributors in the marketplace.

PURPOSE OF THE PROGRAM

- Elevate our strategic partners with the highest level of services, support, and training/education.
- Commitment to close collaboration and joint engagement that our partners have come to enjoy from GetWireless.
- Invest in growth-based activities with partners through joint marketing and services engagements.



PROGRAM OVERVIEW



SUPPORT & SALES ENABLEMENT

- Top-of-the-Queue Access to Tiers 1 & 2 Technical Support
- Pre-Sale Consultation/Joint Engagement IoT Technology Discussions with GetWireless IoT Advisors
- Training and Continuing Education
- Access to the GetWireless-Managed Government Contracts (GSA & NASPO)



MARKETING SERVICES

- Access to Demo Hardware in the GetWireless Demo Pool
- Access to Vendor Collateral and Documentation (Brochures, Datasheets, and White Papers)
- Exclusive access to GetWireless MVP Partner Events
- Free Marketing Services
 - Lead/Demand Gen
 - Event Planning
 - Website Analysis
 - Co-Branding
 - Social Media Content



LOGISTICS & DISTRIBUTION SERVICES

- Custom Handling and Drop-Shipping Services
- Standard Orders Ship the Same-Day for In-Stock Items (for Orders Received by 2 PM Central Time) *
- Top-of-the-Queue Access to In-House Professional Services (Provisioning, Kitting, Cable-Building, etc.)



FINANCE & SHIPPING SERVICES

- Creative Financing Plans
- Leasing Programs
- Reduced Shipping Rates
- Included Cargo Insurance *



GetWireless
**MARKETING
SERVICES**



Marketing Services are a collaborative, value-added offering for GetWireless Strategic Resale Partners. The goal of these Marketing Services is to gain mindshare and drive revenue growth in the key markets serviced by our Strategic Resale Partners.

Contact your GetWireless Account Executive to confirm eligibility and receive a copy of the Marketing Services Agreement.

HERE'S WHAT WE CAN PROVIDE...



CAMPAIGN IN-A-BOX

Email, social, and digital assets



CONTENT CREATION

Co-brand, graphics, infographics, videos, etc.



EVENTS

Printed/digital assets, co-branded materials, samples, giveaways, webinars



WEB & DIGITAL

Social media, website review, paid advertising

ELEVATE PARTNER SUMMIT – 2023

MARKETING TOOLKIT



MARKETING TOOL KIT



SCAN ME

CHANNEL FUTURES

Channel Partners to Drive More than 70% of IT Spending in 2023



SCAN ME

GETWIRELESS

Elevate Partner Summit Slides Key West 2023





THANK YOU

Terra Bastolich – Chief Marketing Officer, GetWireless

