

TechTarget Partner Marketing Services

Drive Growth and Maximize ROI as You Go to Market With, Through, and To Partners

Partner ecosystems are playing a strategic role in the growth and innovation of many B2B technology companies. In parallel, the partner world is becoming increasingly complex and competitive as the number of partner types and go-to-market motions increases, and the pace of change accelerates. As a Partner Marketer, you are under more pressure than ever to create pipeline and demonstrate ROI despite lean teams, tight budgets, shifting priorities, and limited support from the rest of the organization.

TechTarget's Partner Marketing Services team helps you achieve your growth objectives and make the most of every dollar as you go to market with, through, and to partners. Whether you need to access analyst expertise, craft joint messaging, enable sellers, create co-branded content, or generate high-quality leads, we are here to make your life easier and deliver measurable results.

Turnkey Solutions for Partner Marketing Strategy, Content, and Demand

Our dedicated global Partner Marketing Services team provides white-glove support and turnkey solutions for Strategy, Content, and Demand. We can help you validate your "better together" story, communicate it throughout the IT buyer's journey, and access and influence our worldwide network of 30M+ B2B professionals to drive thought leadership, leads, and partner pipeline.

Strategy	Content	Demand
Market Research + Buyer Insights	Custom Content	Lead Generation
Analyst Advisory	Turnkey Partner Webinars	Confirmed Projects
Joint Messaging Tune-Up	Co-Sponsored Content	Intent-Driven Deal Data
Joint Content Assessment	Co-Branded Content Hubs	Brand Awareness
Partner Sales Enablement	Video Production	Co-Sponsored Virtual Summits

Going to market *with* strategic partners?

TechTarget can help you:

- Refine your joint go-to-market strategy and messaging
- Tell your "better together" story with compelling custom content
- Build awareness, generate leads, and create pipeline

Going to market *through* partners at scale?

TechTarget can help you:

- Provide your partners with persuasive marketing content
- Drive demand through partner-led campaigns
- Arm your partners with insights to help them engage and convert leads

Strategy Services

Expert Analyst Guidance to Inform Strategy and Messaging

Tap into Enterprise Strategy Group™ (ESG) market research and analyst expertise plus TechTarget intent data to understand industry trends and buyer behaviors, hone a differentiated “better together” story, and align around an effective joint go-to-market strategy.

Market Research + Buyer Insights	Stay on top of market trends and inform your joint go-to-market strategy with continual access to ESG research publications and market data.
Analyst Advisory	Lay the foundation for partnership success with advice from ESG analysts on industry developments, buying trends, competitive dynamics, joint messaging/strategy, and more.
Joint Messaging Tune-Up	Launching a new strategic alliance or a major shift in strategy for an existing partnership? Validate and refine your joint positioning and messaging with the help of an ESG analyst.
Joint Content Assessment	Ensure that you have the right content to engage the buying team for your joint solution throughout the buyer’s journey with an expert content assessment and gap analysis.
Partner Sales Enablement	Educate sellers on your joint solution and why it matters in the context of current market trends with a virtual session delivered by a leading ESG analyst in your market area.

Content Services

Compelling Assets for Every Stage of the Buyer’s Journey

Need to tell your “better together” story for a strategic alliance or arm partners with thought leadership content to fuel partner-led campaigns? From top-of-funnel assets to later stage content, TechTarget delivers expert-crafted content shaped by our intimate knowledge of your market and your buyer.

Custom Content	Fill the gaps in your content library with assets ranging from e-books and case studies to interactive tools and animated explainers to 3rd-party technical and economic validations.
Turnkey Joint Webinars	Deliver a polished experience and add 3rd-party credibility with an ESG analyst speaker, an event producer to handle logistics, use of our platform, and rights to the recording.
Co-Sponsored Content	Establish topical authority and quickly fuel demand generation campaigns by co-sponsoring relevant editorial content driven by independent experts and ESG analysts.
Co-Branded Content Hubs	Create a co-branded destination, drive content engagement, and influence decision makers when you showcase your partner content in a themed, all-in-one site built just for you.
Video Production	Full-service video production and management to help you tell your “better together” story in a visual way.

Demand Services

Access and Influence Active Buyers to Drive Conversion and ROI

Whether you are launching a joint campaign with a strategic partner or driving partner-led demand at scale, TechTarget offers a comprehensive suite of services to help you build awareness, generate leads, nurture prospects, and create pipeline.

Brand Awareness	Keep your joint solution top-of-mind and maximize campaign impact with contextual display, intent and ABM targeting, campaign retargeting, keyword takeovers, and more.
Content + Webinar Leads	Get your content and webinars in front of active buyers within TechTarget's global network of 30M+ opted-in B2B professionals to generate quality top-of-funnel leads at scale.
Confirmed Projects	This modern BANT solution helps sellers book more qualified appointments, faster with buyers who have confirmed an in-market tech purchase planned within 12 months.
Intent-Driven Deal Data	Access contacts who researched relevant topics on the TechTarget network in the past 90 days to expand your database, build targeted campaigns, and prioritize accounts.
Co-Sponsored Virtual Summits	Get exposure to in-market researchers and generate leads by sponsoring BrightTALK® Summits – virtual thought leadership events focused on the most relevant topics in your market.

Audience Matters

TechTarget is the world's leading internet publisher of decision support content for IT buyers with **150+ websites** and **1100+ content channels**. We help you reach active buyers showing real purchase intent from our audience of **30M+ opt-in B2B professionals** around the globe.

Why TechTarget for Partner Marketing?

TechTarget understands the unique needs of Partner Marketers and the nuances of going to market with, through, and to partners. In the past year, we've delivered 750+ programs, 320+ custom assets, and 550+ webinars for Partner Marketing teams at leading B2B technology companies like AWS, ServiceNow, Dell, and Cisco.

We make your life easier by:

- Offering a one-stop shop for everything from Strategy to Content to Demand
- Helping you avoid the hassle and risk of juggling multiple vendors
- Taking things off your plate with turnkey program management
- Working side-by-side with you and your partners to help you drive results

Partner Marketing Visionaries™ Community

Stay on top of the latest trends in B2B tech Partner Marketing and **connect with 4500+ peers** when you join [Partner Marketing Visionaries](#) – a community designed for Partner Marketers, by Partner Marketers.

Learn More: Make your life easier and deliver measurable results when you team up with TechTarget – your one-stop shop for Partner Marketing Services. [Explore our services](#) or [contact us](#) to discuss how we can help.

About TechTarget

TechTarget (Nasdaq: TTGT) is the global leader in purchase intent-driven marketing and sales services that deliver business impact for enterprise technology companies.

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