



# 5 KEYS TO BUILDING A WINNING CHANNEL PR PROGRAM



If you are a technology solution provider that relies on the channel, you need to be able to influence and attract the systems integrators, resellers, and IT service providers that get your products and services into the hands of end customers. Generating awareness, visibility, and thought leadership with these potential partners should be a primary goal and a key component of your PR program. But how can you do that given today's increasingly competitive channel landscape?

At Voxus, we work with leading B2B technology vendors to increase channel visibility and drive channel growth. Here are [5 key elements](#) we believe are required for PR channel success.

1

## Target the right outlets:

Like most segments of the technology industry, there are dedicated channel media. Outlets such as CRN, ChannelE2E, MSP Insights, ChannelPro Network, and others reach a focused audience with content that's designed specifically for their interest (i.e., product updates, new revenue opportunities, program incentives, etc). Channel-focused outlets also cover news (such as partnerships and new channel program initiatives) that would be considered too niche for mainstream technology media. Make sure these outlets are among your primary targets for outreach around channel initiatives.

2

## Leverage your success:

For the channel, the voice of the customer is a powerful tool. Channel press love to cover success stories and "how-tos." The more you can provide real-world examples of success, the more press will listen. Consider turning channel partner case studies into pitches for editorial content or bylined articles for channel media.

3

## Remember that thought leadership matters to the channel:

As a technology vendor, you need to demonstrate to potential partners that you understand the needs of their customers and broader trends in the marketplace. Many channel-focused outlets accept bylined content that you can use to both show your expertise and differentiate your perspective from the competition. This might include topics about how to create new and differentiated streams of revenue, key considerations when adding new services, or what an MSP needs to know about X technology. Work to build out a thought-leadership story calendar and work against those topics each quarter.

4

## Jump on breaking news:

Most channel outlets cover breaking news just as much as their general technology media counterparts. This creates opportunities to gain visibility for your subject matter experts (and your company) in the form of expert commentary and perspective.

For example, MSSPs need to understand the impact of a new vulnerability just as much as traditional end users. Consider inserting your subject matter experts into these news cycle by creating an active rapid response program that monitors for breaking news and alerts you to engage with target press. (If you'd like to learn more about how to build a sustainable rapid response media program, go [here](#).)

5

## Drive additional credibility with awards:

There are numerous awards programs that recognize companies and individuals for their accomplishments in the channel (CRN Channel Chiefs, ChannelPro Network SMB All Stars, ForzaDash Channel Leaders, and more).

Many companies use these awards to build credibility and awareness with their channel. In some instances, you can even include a channel partner in the submission to drive recognition not only around your product, but the successful channel relationship. Winning awards allows you to create an additional validation touch point when reaching out to new channel prospects and helps communicate continued growth and success for existing program members.

Don't have time to create and manage an active PR program for the channel? Voxus can help. And we have the results to prove it.



[Check out this recent success story](#) that generated 110 pieces of earned media coverage in channel-focused outlets over 12 months. This included 24 bylined articles, 36 pieces of award-related coverage, 18 pieces of coverage regarding company news (product and corporate), 6 subject matter expert (SME) quotes in breaking news stories, and 24 additional mentions of the company or its products.

Want to know what Voxus can do for you? Contact us at [info@voxuspr.com](mailto:info@voxuspr.com) or on our website at [www.VoxusPR.com](http://www.VoxusPR.com).