Partner Enablement Program Efficacy Checklist

Use this checklist to assess how effective you are being with your MDF and partner enablement programs. The more items you can check off, the better!

- ☐ Collateral and campaigns are partner-centric or co-branded

- ☐ You treat partner success as if you have a seat at the table

- ☐ You can check open and CTR for each partner and each campaign

- ☐ You use live campaign data to make on-the-fly adjustments to improve success rates

- ☐ Voice and tone of your through marketing material reflects the needs/questions of end-users

- ☐ Partners can make small changes to campaign language to let their personal brand shine

- ☐ You are able to seamlessly share collateral pieces with your partners in their core business applications

- ☐ You can follow up on behalf of your partners without compromising their sales process

- ☐ You are available to help partners interpret campaign data to help them understand what success looks like and how to set KPIs

- ☐ Your partner enablement programs integrate with their core workflow without introducing additional portals or apps

- ☐ You and your partners are all working on the same platform with the same source of information

- ☐ Collateral is automatically linked to emails, reducing errors

Go to next page to see your results

The **Results**

0-3 checked items
Partner enablement either isn't a part of your market growth strategy or you don't have the resources to build it out how you want to.

4-6 checked items
You're dabbling in different approaches, but may not have the time to commit fully to a partner enablement strategy. Resources may be thin or your partner enablement may just be getting off the ground.

7-9 checked items
You have a distinct partner enablement strategy but still are not getting the results you would like to see. You're open to trying new things to generate better results, but may not have the right tools or processes at your disposal.

10-12 checked items
You're a partner enablement superstar. You care about your partner's sales and marketing success and you're willing to put in the extra work to get them across the finish line.