

# RingCentral's Mic Drop: Project Channel Mavericks



**Trivia question:** How many vendors does a typical partner sell on average?  
**Answer:** 80. That's why the job of the RingCentral channel programs team is to help its partners "Think RingCentral First."

The RingCentral channel is comprised of a group of boundary-pushing, trailblazing entrepreneurs with a "hold-on-to-your-seats" style of innovation. That mentality allowed RingCentral to create the best partner program in the industry, by challenging the status quo, bucking old notions, and setting new, maverick-level standards from which to operate.

With the goal of gaining partner mindshare and therefore market share, RingCentral's channel programs team spearheaded Project Channel Mavericks, an unconventional year-long marketing initiative that has left everyone smiling and partners saying, "We can't wait for your next email; they are funny and grab my attention!" (former VP Marketing, CarrierSales).

Gaining partner mindshare is an important, oh-so-necessary aspect of channel marketing that put RingCentral over the top of success in 2017. Surveying competitors' marketing across the channel, we questioned why companies were being so literal, dull, and muted in their partner communications.

We wanted to have fun, capture the attention of our partners, and embrace the uniqueness of RingCentral's partner program by accurately portraying the essence of how our program is free and untethered to the constructs of older programs. It also is representative of the entire channel programs team's energy, personality, and passion (plus,

we're pretty sure we're hysterical). RingCentral's channel brand voice is unique in that there really isn't anything remotely like it amongst our competitors.

**The goal:** Drive ideal behaviors to create higher-functioning and -producing partners. We gain their mindshare, RingCentral gets marketshare.

**The hypothesis:** If our brand is fun and engaging rather than stoic, we will drive positive partner behaviors and actions as well as revenue.

**The project:** Develop a witty brand that is easy to engage with. It's dad humor, punny jokes, and wit with vibrant colors that sell an opportunity.

**The campaigns:** Drive adoption of certifications (training); competition/ increased selling behavior re: quarterly promotions; Partner Academy and webinar registration and attendance.

**The deployment:** Create assets for each certification, incentive, Partner Academy, and webinar: emails, PDFs, partner portal banner, Convey banner, iAgent email, social media copy and cards, master agent/distributor portals.

## Noteworthy? Why, yes, indeed

When asked during an annual survey what they wanted to tell RingCentral, multiple partners responded along the lines of, "Very creative spiffs!" and we even received a "Have you seen a unicorn lately?"

RingCentral's channel brand voice is just so clever, so quirky, so unusual, that everyone—partners, master agents, distributors, non-channel employees and executives, and even competitors—has

The image shows a vertical stack of five promotional banners for RingCentral. Each banner features a different image and text promoting various offers and campaigns.

- Banner 1:** Features a man and a woman. Text: "1X MRR 2X MRR", "Make a bundle", "Don't play with your combustion\*", "Learn more".
- Banner 2:** Features a dog. Text: "Lap it up.", "Buy one phone, get one free.", "Learn more".
- Banner 3:** Features a man holding a glass. Text: "Hustle to earn 2x MRR", "WITH NEW CUSTOMERS", "Learn more".
- Banner 4:** Features a flock of swans. Text: "Stand out from the flock", "Get a leg up by showing RingCentral's winning colors on your website", "Do it".
- Banner 5:** Features a unicorn. Text: "Start it up.", "Bring in a unicorn of a deal for \$1,000,000\*", "Learn more".

emailed, called, and commented on its wit, humor, and creative execution. I mean, who else gets customers to flock to their partners through creative wordplay and design involving a flock of flamingos (and a flamingo man)? It's so successful that RingCentral exceeded its goal of merely getting the attention of its key constituents to "Think RingCentral first."

## How it's unique

Let's see...there's the [orange and blue \(on-brand colors\) cow](#), the [hustler](#), the [lap dog](#), the [man buns](#), the [unicorn](#), the [flamingo](#), and [another flamingo](#) for good measure, just to name a few.

The channel programs team is comprised of people who have the creativity to thrive and understand what will catch a standard target audience member's eye while using the judgment to know that this has also been curiously a traditionally outwardly conservative field—at least when portraying one's reputation in the industry. It's about maintaining a balance between the traditionally reserved nature of promos featuring phones and devices while pushing the limits to gain mindshare.

## The results (AKA: Our mic drop)

Project Channel Mavericks has been wildly successful, with the RingCentral channel's new brand voice having reached both distribution partners and MSPs through widely distributed

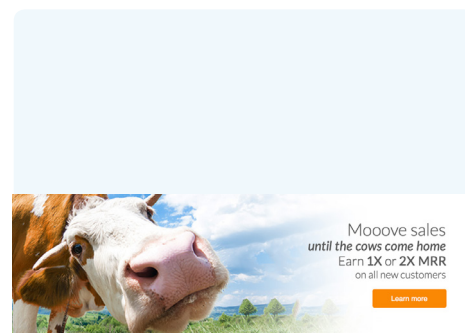
communications and activities. To put it bluntly, the RingCentral channel's marketing initiative makes partners remember us, makes us more likeable, and makes them want to do business with us, as evidenced by the following stats:

- **Partner Academy registration and attendance rates** increased by 55% and 41% respectively YoY, yielding a **1.4x/1.5x increase** over 2016
- **Webinar** registration and attendance rates increased by 155% and 151% respectively YoY, boasting a **2.6/2.5x increase** over 2016
- **Certifications grew** at a **137% increase in ONE quarter**, even though RingCentral doesn't require them
- **Incentives drive revenue:** channel partners **closed 12 of 15 \$1M TCV RingCentral deals** in 2017

**Email stats** have all improved:

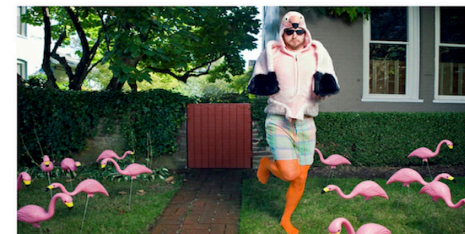
- Open rates are at 24% for spiffs and 21% for all, well above industry average
- Click-through rates have increased by 2% on average for all communications
- iAgent is at 24% open rate; average is 10%

**And when RingCentral wins, so does its partners.**



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