

RingCentral's Channel Mavericks: Mindshare Grows Market Share



RingCentral's channel mavericks

With the goal of gaining partner mindshare and therefore market share, RingCentral's channel programs team spearheaded an unconventional year-long marketing initiative that put RingCentral over the top of success in 2017. Surveying competitors' marketing across the channel, we noted other companies were so literal, dull, and muted in their partner communications.

We wanted to capture our partners' attention through fun communications that 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.

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

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.

The results: Market share

The initiative was 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

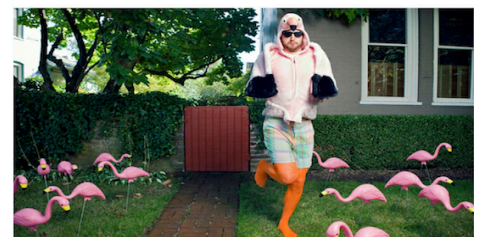
Email stats have all improved:

- 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's 24% open rate > industry, 10%

In 2017, channel revenue contributions grew to 35% while channel partners closed a record 12 out of the company's 15 deals with more than \$1M total contract value. 2017's channel partner revenue grew to a \$100M business that is doubling YoY.

When RingCentral wins, so do its partners.

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