
Marketing Velocity

Building a Partner Marketing Community in Norway

The power of Cisco partnerships is incredibly strong, proving that businesses are better together. The relationships we've built within our partner ecosystem are not only about what we sell but how we sell. They are about trust and team work – about performing well today and transforming to lead tomorrow!

This is how **Marketing Velocity** kicked off on the 30th of April 2019 in Oslo, Norway. I hope you'll get value from my story about how we created this successful country-level partner marketing event – which we adapted from the Cisco Live! Marketing Velocity session in Melbourne. It has helped us build an even stronger partner community here.



THE POWER OF PARTNERSHIPS

The most important transformation in Partner Marketing

The pace of change in marketing is accelerating. The need for capable digital marketers has never been more critical for companies striving to stay competitive. With Cisco Global Partner Marketing continuously motivating and enabling partners to drive digital first, I saw a need to do this in a local manner, from grass roots up.



It all came from a great blog post and some honest feedback

Local Marketing Velocity events were coming up, and when I came across Boon Lai's **blogpost** I decided to seize the moment. The post sparked ideas of how I could build my local Marketing Velocity event. The global “future-proof marketer” story (which I love so much) showed Cisco as a thought leader in digital marketing, a specialist versed in the latest trends. Teaching our partners how to stay relevant was what I was also aiming for. I knew these future-proof ideas could help us transform to become more capable digitally!

However, I knew that localising Boon's presentation was not going to be enough. **All countries are different; each has a different reality.** I needed to seek feedback from my partners. In informal conversations throughout the months prior to the event, I dug for their opinions, needs and wishes. These clear and honest conversations with partners illuminated what was top-of-mind for them when talking about marketing for the future. We discussed questions like these:

What inspires you?
What do you want to learn more about?
What trends are you seeing as a digital marketer?

It was as important to me to enlist both **internal** and **external** speakers. Not only was this desire expressed by our partners, but I felt it strengthened the message to invite a variety of people with different perspectives to share their thoughts and experiences.

The agenda listed below (with some comments)

Marketing for the future - three key trends you as a marketer should know about

The presentation was delivered by me and set the scene for the speakers who followed. I full-on used Boon's presentation with films and real-life examples. I localised where appropriate and emphasised the tools we offer to help partners along their digital journey, i.e., the "Personas for partners" guide and Partner Marketing Central. For each trend I covered, I emphasised that the speakers coming up would delve into more detail, which they did.

Building the Cisco brand in Norway through content marketing

*This was presented by **Trude Brun**, Marketing Manager and **Tonje Furnes** Engagement Manager. Their presentation showcased how Norway has localised our local web pages, worked to create relevant customer cases, made frequent updates on social media in the local language, and run content marketing campaigns. Together, these initiatives have significantly grown brand awareness of Cisco in Norway.*

Data driven and insightful marketing

Camilla Reinhardsen is a former IBMer and now a Marketing Manager for the IT distributor Pedab. She showed us the importance of using data, not your emotions, to make the marketing decisions. Camilla explained how targeted, data-driven marketing can create the most unique customer experiences. She gave real-life examples and truly awakened us to the importance of knowing your customers.

The power of video: Video is more than just start and stop

The inspirational speaker Adrian Søbyskogen told us bluntly how we are not making the rules anymore – our customers are. Leading a digital marketing agency at a very young age, Adrian claims his success comes from focusing on the raw, real and unedited reality of your company. He calls this "documarketing". Gaming, podcasts and documarketing were among his great examples of marketing for the future.

Roundtable discussion, how to best work together

With great help from Ida Sjø, North Marketing Manager we rounded off the day with an open discussion. The goal was to create a good dialogue and seek input to ensure an even better way of working together.

We covered: Partner Marketing Central, Marketing Velocity, how to best communicate going forward and how to best work together, how to ensure the closest alignment with sales, and what are the wishes for local Partner Marketing Velocity in the future.

Adrian Søbyskogen creates films weekly. His visit to Cisco was documented and made into a YouTube film with 2500 views.



What did the partners say and where do we go from here?

The feedback from the partners has been excellent! They want to see more of this going forward. The comments they've made, the questions they asked, the conversations they had with each other, and the experiences we shared show how committed they are. My team and I are grateful for the inspiration from Boon's presentation. We have now paid forward to our ecosystem of partners in Norway.



“Great event, really inspirational. This is something I would like to see more of”
Kristin Madsen, Visolit

“Partner Marketing Day was both inspirational and educational!”
Charlotte Haug, Friday Networks

“Great inspiration and input. One of the highlights was to meet Adrain from CompEdge Consulting, whom talked about the importance of video marketing, feelings and being real!”
Isabel Vartdal, Consicia

Speaking of paying it forward

My findings were shared with Piret Tikand, the Partner Marketing Manager for Finland Baltics. On the 10th of May she arranged a successful **Virtual Marketing Velocity** for Finland, Estonia, Latvia, and Lithuania. Piret decided to create a combined summary based on Boon's presentation and Sarah Foremann's input for the 19 people listening in! The feedback has been good throughout Finland-Baltics.

Practice what you preach...

Below I'll share how I'm continuing to build this Partner Community, and how I've been sustaining the productive conversations we started at the event.

1. The feedback for the partners is that there are too many emails coming from Cisco. I have therefore decided to make a **Webex Teams Space** for the partners, which we update at least 2-3 times each month. I share inspirational blog posts, news and useful links. The forum is also where I ask questions to enable a dialogue with frequent feedback and more instant interaction. ***It's still a working progress getting them to use the Teams Space but close to 90% of the partners are now seeing the posts.***

You 10/05/2019, 15:09
Hei dere

Takk, for sist på Partner Marketing Day - det var en hyggelig dag

Har noen vært inne å kikket på [Marketing Velocity](https://www.cisco.com/c/en/us/partners/market/marketing-velocity-best-practices.html) ennå eller?
(<https://www.cisco.com/c/en/us/partners/market/marketing-velocity-best-practices.html>)
Gi meg beskjed om dere har spørsmål eller kommentarer om plattformen.

Før vi tar helg ville jeg dele noen relevante linker med dere:

Som dere husker fra Camilla Reinhardsen (markedsjef Pedab) sitt foredrag, er det ekstremt viktig å forstå kundene sine. Denne artikkelen (<https://www.siriusdecisions.com/blog/customers-respect-and-relevance>) forteller om hvordan Respekt, Relevans, Tillit, Lojalitet og Kjærlighet utgjør en forskjell for dine kunder.

Trude og Tonje fra Cisco pratet mye om innhold i sitt foredrag, men vi vet alle at produksjon av innhold tar tid. Her (<https://www.quicksprout.com/how-to-do-curated-content-right-a-step-by-step-guide/>) får du en guide for å komme i gang.

God helg til dere

"Partner Community Cisco Norge" is the name of the Teams Space. The screenshot is an example of sharing links to relevant blogs related to what we discussed during Marketing Velocity.

A lot of the information shared is inspired by Meg the Bot.



2. I'm creating video newsletters trough **OneMob** and sharing in the Webex Teams Space. I'll use the video format to truly practice what I preach. If we want our partners to further exploit digital advancements, then I need to ensure I'm an expert and an inspiration to them. You can find the newsletter [here](#)



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Practice what you preach...

Det har allerede gått to måneder siden Partner Marketing Day
Da pratet vi om digital markedsføring, hvordan bruke video som et effektivt virkemiddel og ikke minst viktigheten av å skape personifiserte og unike opplevelser for våre kunder

Hvordan bedre følge opp nettopp det enn å lage et interaktivt Partner Community nyhetsbrev til nettopp deg?

Jeg håper dette kan være en morsommere og mer inspirerende måte å kommunisere på fremover. Jeg vil også oppmuntre deg til å sjekke ut linkene nedenfor.



Reply

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3. To maintain our level of engagement it's imperative we recommence Partner Marketing Day in Norway twice a year. Working within a great team of PMM's in North I've been inspired to challenge the format even more going forward. I've done as my colleagues in the Netherlands and asked for commitment from my partners to actively take on parts of the agenda.

One of the partners (Visolit) has already agreed to take a slot at the next event. We are looking at topics such as how they work as an integrated part of sales with leads management and how they used marketing to successfully rebrand their company. This event collaboration creates a strong ownership, and further solidifies our trusted community of marketers preparing for the future.

I'll end this post by encouraging you to do two things:

1. **Dig!** During Marketing Velocity in Norway, it was evident that using Boon's material tied everything together well and created a common understanding early on. Take time to look for what others have done before you. Dig for knowledge, dig for great presentations and input from others. There are so many talented people at Cisco. So steal with pride, and be creative in your delivery.
2. **A grassroots movement!** To fully get your partners digitally on board you must involve them from the start. By aiming to understand, help, inspire and cater to their needs you can make a huge difference in their marketing practice. The tools, the strategy and the investments are already there. To me, the difference we can make for our partners is to create small, bottom-up initiatives like local Marketing Velocity events where we show that we really get them and want to succeed together.