



FREQUENTLY ASKED QUESTIONS

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What is Spark Your Channel?

Spark Your Channel is a through-channel marketing automation platform that enables channel partners' sales and marketing teams to quickly and easily personalize and share vendor-provided multimedia content, such as webinars, podcasts and video, as well as text- and graphic-based content, such as ebooks, sales sheets, presentations and infographics – so all assets are accessible from one place.

When was Spark Your Channel founded?

Spark Your Channel was founded in March 2019, to create a through channel marketing automation platform. It's been under development for 11 months and officially launching in February 2020.

Who founded Spark Your Channel?

- Channel marketing expert [Heather K. Margolis](#) is the Founder & CEO of Spark Your Channel. (See separate bio for details.)
- Serial entrepreneur and fellow Boulderite Kevin Cawley is directing technology development for Spark Your Channel.

What inspired Spark Your Channel?

After a decade running Channel Maven Consulting, a marketing agency specializing in the tech channel, Spark Your Channel's founder Heather K. Margolis got to know firsthand what works and what doesn't. She and her team discovered that the biggest pain point for both vendors and channel partners has been through-channel demand generation – how vendors support lead gen through their sales partners. Simply put, vendors spend a lot of money on marketing content and tools for their partners that either don't work or go unused. She decided to figure out why the marketing platforms weren't working and why partners weren't using them even though they're free in most cases.

What are the challenges of through-channel marketing automation?

In their research, the Spark Your Channel team quickly learned there were big challenges with existing through-channel demand generation platforms:

- Partners are reluctant to load their lists for fear that their vendors' direct sales teams may get access to their leads.
- Now with General Data Protection Regulation (GDPR), California Consumer Privacy Act (CCPA) and legacy CAN-SPAM regulations, partners could face fines for loading their list to a third-party tool for which they don't have a license to use.
- Partners were not using the platforms even as their vendors were spending millions of dollars to create content that partners could brand and email to their customers through a single platform – often for free. Among their reasons were:
 - limited personalization options
 - logging into yet another portal
 - loss of lead control (By sending a marketing piece without their contact info, sales reps often would lose the lead to marketing when the prospect called the 800 number on the sales sheet or website, for example.)
- Partners weren't given the tools to execute demand-gen campaigns the right way, specifically by using personalized multimedia content like videos and by following data privacy rules.
- Popular seat-based pricing models limit the number of selling partners who can access channel marketing automation tools and content, so only a portion of the vendor's partner base were enabled to begin with.

What problem or challenge does Spark Your Channel solve?

Spark Your Channel helps vendors and their partners in a few ways:

- It helps them execute demand generation campaigns the right way -- by leading with multimedia content (including video, webinars and podcasts)
- It helps them follow data privacy rules. With Spark Your Channel, partners don't need to risk being fined via CAN-SPAM laws, GDPR, CCPA or any future

regulations because they don't have to load their contacts into our platform as they do with others.

- It focuses on content, not email delivery. Partners can share the content any way they want – via texts, social media, work email or their company's own email platform.
- It automatically curates marketing content to fit the sales rep's preferences/profile and sends it to them via email already personalized and ready to share.
- It allows vendors to see statistics about how the content is used and viewed without getting access to the names or contact information for their partners' prospects.

Who is the target customer for Spark Your Channel?

Spark Your Channel was inspired by the challenges of IT and telecom vendors and their channel partners, but it can improve through-channel marketing in other industries like automotive, manufacturing, insurance and financial services channels.

Spark Your Channel also can enable direct sales teams. We're already speaking to companies with direct sales teams of 20 or more about how to use our platform to boost demand generation.

When will Spark Your Channel be available to vendors and partners?

We are in beta testing now, but general availability is set for February 24, 2020. We'll be debuting Spark Your Channel at [B2B Marketing Exchange](#), February 24-26, at the Hyatt Regency Scottsdale.

How is Spark Your Channel delivered?

Spark Your Channel is a cloud-based application that is delivered as a software-as-a-service subscription.

How is Spark Your Channel priced?

In addition to changing how through-channel demand generation is done, we're changing the pricing model as well. We want vendors to give Spark Your Channel to as many partners as possible, so our subscription-based pricing model is based on the number of partner organizations rather than the number of users, or seats. That means a partner's entire sales team can benefit from personalizing content, including video, webinars and podcasts.

We offer annual subscriptions based on the number of partner organizations and pieces of content, beginning with 100 partner organizations and 50 pieces of content up to

1000 partners and 500 pieces of content. We also offer an unlimited plan for enterprises with very large channel programs.

Our entry-level pricing plan is affordable even for small to mid-sized vendor budgets. It's around the same amount as the total annual cost of employing just one marketing assistant in a major metro market.

How is Spark Your Channel funded?

Founder Heather K. Margolis started the venture with a combination of funding from her own savings and angel investors who are involved in the technology channel. More recently, Spark Your Channel has received investment from [York IE](#) based in New England, which is leading a Seed AA round from micro and seed VCs.

What is the long-term strategy for Spark Your Channel?

Unlike many other channel marketing platforms, we don't aspire to turn Spark Your Channel into a "hub" that covers every contingency from PRM to MDF management. Instead, we want to focus on integrating our solutions with other platform providers to deliver an ideal outcome for partners and their vendors.

How can vendors and partners find out more about Spark Your Channel?

Spark Your Channel is on the web at www.sparkyourchannel.com.

We've also created explainer videos that illustrate how Spark Your Channel works and how it benefits both vendors and their channel partners:

- [Vendors, Ignite the Power of Partners](#)
- [Partners, A Through-Channel Marketing Tool Built for Your Business](#)

How can vendors and partners demo the Spark Your Channel platform?

They can fill out the demo request here: <https://sparkyourchannel.com/contact-us/>
Or, they can email us at ignite@sparkyourchannel.com.

How can vendors and partners connect with Spark Your Channel on social media?

Spark Your Channel is on the leading social media platforms. Vendors and partners can connect with us here:

[LinkedIn Page](#)

[Twitter Handle](#)

[Facebook Page](#)

[Instagram](#)

