



melford

Developing and managing a channel communications strategy

Challenge

Melford Technologies, a fast-growing IT vendor, recognised a gap in their partner engagement efforts. Despite having a robust partner ecosystem of channel partners across the UK and Ireland, their only forms of communication were via account managers and organic social media posts.

With no structured communication framework and minimal visibility into what content was reaching their partners they required specialist marketing resource to develop and manage a scalable channel communications strategy.

Objectives

- Develop a structured partner communication framework to support consistent and scalable engagement.
- Increase visibility into content reach and partner engagement across the UK and Ireland.
- Reduce reliance on ad-hoc communication channels, such as account managers and organic social media.
- Introduce specialist marketing support to design and manage a dedicated channel communications strategy.
- Strengthen partner relationships through targeted, measurable, and centralized communication efforts

Partner Marketing Services

Driving channel growth through insight, structure and execution

Approach

At Yellow Spider Ltd, we help IT vendors build effective partner communication strategies. With Melford, we began with a focused discovery phase to align the strategy with business priorities and practical execution.

Following discovery, Yellow Spider deployed a dedicated marketing manager to lead the development, execution, and management of Melford's partner communications strategy. The role combined strategic oversight with tactical execution, ensuring both agility and accountability.

The structured approach helped uncover gaps in content, align internal stakeholders, and introduce a regular communications cadence to drive partner engagement.



"Yellow Spider came in with a clear understanding of the complexities of partner ecosystems. They didn't jump to solutions, they listened, asked the right questions, and made us feel confident from day one. They brought structure, consistency, and measurable connections with our partners."

Steve Osborne
Managing Director, Melford Technologies



Solution

We created the foundations for a scalable, strategic partner communications function. With a focus on data, tools, content, and governance, the project transformed how Melford communicates with and supports its channel, unlocking future growth through stronger engagement and smarter collaboration.

01

Data Assessment

Reviewing what partner data existed and what was required to create and maintain a usable, marketable partner database.

02

Tool Evaluation

Assessing current platforms and systems that could support the build, distribution, and measurement of partner communications.

03

Content Mapping

Auditing existing content assets, identifying key contributors within the business, and evaluating the roadmap for future content generation.

04

Governance & KPIs

Defining the cadence of communication and establishing a clear set of KPIs to measure success.

Want to turn your partner network into a powerful growth engine?

Contact us today:

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