Partnerhub®

For partnerships-led growth!

SAAS PARTNERSHIPS COLD OUTREACH PRINCIPALS, PERSONA'S AND EXAMPLES

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In our experience, here's what we see in terms of offer to response rate results from tech reaching out to agencies:

What will get you <10% positive response rates:

- ☐ Just mentioning your program
- ☐ Listing the fact they make commission
- ☐ Talking about your product

What will get you 10%-35% positive response rates:

- ☐ Talking about your brand reach to their ICP
- ☐ Mentioning something specific you know about their agency
- ☐ Stroking their ego with compliments about their work

What will get 35-60% positive response rates:

☐ A piece of content you want to include them in, who it's going to get in front of, and why they should care

☐ Talking about an ephemeral event like an app feature that will bring traffic to the site and the partner page

What will get 60%+ positive response rates:

☐ Having a specific referral that needs their type of agency service

☐ Being able to map accounts AND make warm intros

Agency persona's and how to approach each:

2. The Enterprise Agency Partnerships Manager

Example: https://www.linkedin.com/in/nkthomson/

When this person is the POC:
- Larger agencies (50+ employees)
- For speaking engagements
- If there are MDFs (market development funds)

What incentivizes them:
1. Specific ways to deepen relationships with overlapping customers
2. Referrals
3. Thought leadership
4. Speaking engagements

Make sure not to: Pitch your product, or even pitch your program. And do not come to them without a clear path to referrals from your company.

3. The New Bisinuess / Marketing / Growth Manger

Example: https://www.linkedin.com/in/sarah-moonje/

When this person is the POC:
- Larger agencies (50+ employees)
- For any content marketing or co-marketing opportunities
- Event collaborations
- If there are MDFs (market development funds)

What incentivizes them:
1. Market development funds
2. Speaking engagements
3. Backlinks
4. Referrals

Make sure not to: Pitch product (they do not have the interest or position to suggest new products to clientele). Do not talk about commissions. This person is not incentivized by commissions.

4. VP of Revenue

Example: https://www.linkedin.com/in/ashleyscorpio/
When this person is the POC:
- Agencies 30 - 250+
- When it's necessary to co-invest in something
- Devote resources for a long time
- If there are MDFs (market development funds)

What incentivizes them:
1. Referrals
2. Discounts
3. Market development funds

Make sure not to: Lead with what would cost them money without a clear ROI. Do not speak towards commissions. This will not move the needle for them.

1: The CEO or Co-Founder

Example: https://www.linkedin.com/in/connor-jeffers/
When this person is the POC:
- Smaller agencies (0-50 employees)

- For speaking engagements
- If there are MDFs (market development funds)

What incentivizes them:
1. Projects you can bring them in on
2. How you take them where they need to take their agency
3. Strategic alignment
4. Referrals
5. Spiffs for their team
6. Market development funds
7. Migration support (if you're asking to move their current clients)

Make sure not to: Try and pitch your program right away. Ask for time without being specific or clear on objectives and needs.

Alex's final suggestions for outreach success:

1. Don't pitch your program or your product in your initial outreach.
2. Why smaller agencies are a better start for any partner team.
3. Smaller doesn't mean SMB, it means niche and or new.
4. Start with co-marketing, then use account mapping to show attribution.

Grab a time if you need support:
      [Calendar for tech teams >>](#)
      [Calendar for agencies >>](#)

A Good example of a cold email to an agency

Agency target for this email was = electriceye.io

Hi,

*Mary from Chatfuel here (a no-code platform for building Messenger chatbots). We run a weekly YouTube show for our audience of business owners and marketers, and I'd **love to have you join us as an expert guest on the upcoming episode!***

The topic is "How to Launch a Profitable, Wildly Successful Shopify Store". I know our audience will benefit from your expertise!

We promote each show to our audience of:
- *9k+ YouTube subscribers*
- *12k+ Twitter followers*
- *75k+ FB community members*

Plus, it's not a live show, which means we'll send you the questions and have you record video responses on your own schedule—whenever works for you.

*Finally, we'll give you **a free Chatfuel Pro account** as a thank-you for participating. You can use it to automate lead generation, FAQs, ecommerce, and more through your Facebook page.*

Let me know if you're interested in joining us on the show and we can talk specifics!

Cheers,

Mary

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Why it's good:
- She leaves the product mention to one short sentence - not a long explanation with features....
- She says and bold's the phrase "expert guest" - agency founders HAVE to show thought leadership to keep their agency demand gen efforts going. This talks directly to those founders.
- She lists the reach of the co-marketing.
- And... she gives this agency a free account.

A Bad example

Agency target for this email was = clemmons.io

Subject: *Clemmons & Outbound Email*

Hi Nolan,

As the CEO at Clemmons I figured you would be the best person to reach out to.

Our team has been working with marketing and advertising companies like yours to offer an edge on their competition with the world's first AI-powered outbound engine that abstracts all of the work that goes into launching outbound email campaigns at scale. One client was able to generate 90k in proposals in their first 60 days.

Nolan, would you be open to a short 15-minute call this week to see if there is a mutual fit?

All the best,

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P.S I reached out to Clemmons because after looking at your website, I genuinely thought you might benefit from what we do. If you don't want to hear from me again please don't hesitate to let me know.

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Why it's bad:

- Too salesy - remove "*One client was able to generate 90k in proposals in their first 60 days.*"
- Too much business speak - A lot of people use Ai, but it means absolutely nothing 90% of the time - it's almost sign blinding everyone.
- Companies? You mean agencies or tech?
- A call about what? Partnering? Trying to sell me on saas?
- Use P.S.'s in later emails to address further points. This should have been in the beginning.

A VERY VERY Bad example

Agency target for this email was = measuredresults.com

Subject: Get the most from your webinars using ███

Hi Christopher,

We have not properly met, my name is ████ and I oversee the potential relationship with Measured Results Marketing here at ████, the leading webinar marketing platform.

Data-driven customers looking for an engaging and interactive solution use ████ for their webinars as our technology allows for a seamless experience for attendees (no apps, downloads or plugins to get in), to create a fully brandable and interactive interface (attendees can download resources, fill out surveys, complete polls, etc.) and ultimately measure ROI through our incredibly detailed reports and analytics (that integrate with your CRM and Marketing Automation systems).

I would love the chance to connect and see if there's an opportunity for ON24 to help with your webinar efforts. Let me know if you have a few minutes over the next week or so.

Thank you,

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Why it's bad:
- No value, all sales.
- Assumptions - Assuming this agency is after a webinar tool in the subject line will reduce open rates significantly
- " I oversee the potential relationship" -No idea what this means, but it's fishy and screams 'Im in sales'
- Does not mention how we can start a partnership.
- Instead of leaving it, he continues to bloat the push of ON24 with more meaningless buzzwords like "data-driven" "interactive" and "Seamless"
- Too many buzzwords.

An AWFUL example

Agency target for this email was = measuredresults.com

Subject: Christopher Connecting on a call

My name is ▇▇▇▇▇▇▇*, Marketing Manager at* ▇▇▇▇▇▇*.*

▇▇▇▇▇▇ *is currently looking for exceptional agency owners <u>with the ability to handle an additional revenue stream</u> selling the BEST online reputation management system on the market.*

I think you could be a good fit…

Here is what we are offering:

- ***A White Label Software to efficiently monitor and manage your client business reviews.** It can **increase your clients' rankings.** As you know, reviews and ratings are one of the most important method to increase local rankings.*

- ***Increased Conversion Rates.*** *Improved reviews are proven to increase clients' sales and leads. We did a study with Pepperdine University that showed an 80% chance of purchasing from a company with a 4-star rating and an 84% chance of purchasing from a company with a 5-star rating.*
- *Sales Tools: An exciting line of products ready to sell with case studies, client reviews, and all necessary sales materials.*
- *Excellent Margins: Average closed contract means REAL money in your pocket!*
- *Growth Opportunity: Rapid growth alongside our organization. We take care of our partners!*
- *A Residual revenue stream with a proven high retention rate*

We would love the opportunity to tell you a little more about our partner program and learn a few things about you as well.

What is your schedule like to connect over the next week or so?

Looking forward to it!

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Why it's bad:
- Never gloat or go into too much about your feature/benefits in ANY 'cold' email.
- While some of these are valuable, like the white label aspect... not one of these mentions referrals or co-marketing to highlight the agency and bring them business. It's all about selling the software. That's terrible.
- Im already afraid of this person based on the length and intensity of this sales pitch. I would run.
- "Ability to handle more revenue?" This sounds like an infomercial...

A BAD example

Agency target for this email was = clemmons.io

Hi Nolan,

Keap is looking for agencies, small business coaches, consultants, and media companies to partner with!

Please join my brief webinar on August 20 at 10:00 am PT.

During we'll discuss:

What's in it for you:

Monthly recurring commissions from 20-30% for each ███ platform sold plus a 50% discount on your own app.

Sell your pre-built campaigns & marketing services to businesses that need help.

Gain visibility through Keap's Marketplace and promote your events on Keap.com.

What's in it for your clients:

Save them time & money by placing them in ███'s all-in-one CRM and marketing automation software.

Publish your Infusionsoft campaigns and marketing content in their app for them so they don't have to start from scratch.

Make your clients', colleagues' and friends' lives easier by eliminating multi-system chaos, creating consistency and ensuring they follow up!

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Why it's bad:
- *No link? No tangible numbers on how large this is?*
- *Why would I care about 20% of nothing - I have no clients on your platform so you're selling me a dream, essentially.*
- *This is just spray and pray... he clearly did not do any research.*
- *Too many details about your product and none about the 'partnership.'*

A VERY BAD example

Agency target for this email was = clemmons.io

Dear Nolan

I came across your article on sales prospecting tools which I really enjoyed.

I was wondering if you have any existing partnerships with Linkedin automation tools currently. If not, it would be great to discuss to understand if there might be an opportunity to partner with Salesloop.

Best Regards

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Webinar details:
August 20
10:00 am PT time zone converter
Your partner in success,

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Why it's bad:
- *Why are they asking if there is an opportunity? It's not up to the agency to give saas the definition of their own partner program. The saas should mention what that opportunity is.*

A VERY BAD example

Agency target for this email was = MeasuredResults.com

Hello Christopher,

We are contacting you to see if Measured Results Marketing would be interested in a partnership with our company, Inudev. We have experience partnering with organizations such as yours as a third-party resource for all website, application, and software development needs.

Our clients include International Tea Corp, Story Stage, and Oceano Medicina among many others. They are located in the United States, Spain, and Latin America.

If you think this would be of interest for Measured Results Marketing, let's have a quick call later on this week.

We look forward to hearing from you.

Thank you,

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Why it's bad:
- *None of his company mentions are agencies like the targeted receiver.*
- *Clearly, this email list included more than just agencies.*
- *Use of the work "partnership" when they just want to sell something.*

Alex's final suggestions for outreach success:

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