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Video Growth Hacking for Channel Chiefs: Simple strategies to help your channel partners achieve double-digit growth

Robert Cassard

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Channel Marketing and Sales leaders work under tremendous pressure to grow their channel. Video marketing has become the hot topic in channel enablement because no other online tool works as effectively to align partners, generate demand and sell more. But beware: video only works when it's done right. Even high-level Channel Chiefs often avoid video marketing because they see it as a black box full of mysteries, risks and unanswered questions. Video Growth Hacking for Channel Chiefs opens the box, exposing proven ways to automate video for double-digit channel growth. Based on reams of data from thousands of campaigns, this book shows you how to become a Video Growth Hacker, and shares the flight plan to improve channel performance and make yourself indispensable at the company where you work.

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