



# Channel Product Launch Communications Playbook

Max Schosid | Patrick Anesty | Carol Concepcion | Reyginnes Vizcarra | Rica Dealino | Angelica Bautista

INTERNAL ONLY. DO NOT DISTRIBUTE.



# Table of Contents

|              |    |
|--------------|----|
| Introduction | 3  |
| GTM Flow     | 5  |
| Awareness    | 7  |
| Enablement   | 10 |

# Introduction

## The purpose of this playbook

Channel partners are the lifeblood of RingCentral. In the second quarter of 2023, for instance, channel partners delivered 54% of total direct sales annually recurring revenue (ARR), and a staggering 78% of total company incremental monthly recurring revenue (iMRR). Without partners, the RingCentral sales engine grinds to a halt.

Further, RingCentral is now more than just a unified communications as a service (UCaaS) company. In fact, in 2023 alone, RingCentral has added an impressive five new major products to its portfolio, and countless other feature enhancements, integrations, and quality of life improvements. Each one of these product launches and improvements creates an opportunity for partners to dig into their customer bases, and find solutions that RingCentral was previously unable to accommodate. With every product launch comes a dramatic increase in the total addressable market for partners.

As RingCentral's product portfolio swells, so too does the complexity of our product offerings. Our internal sales team has the benefit of in-depth, comprehensive (and usually confidential) product trainings, allowing every

member of the team to know the positioning of every product that we offer. Unfortunately, this level of detail is simply not feasible for external partner teams. Partners, as external stakeholders, just do not have access to the detailed positioning documents that our internal teams do.

Understanding these limitations, the Partner Content and Communications team has identified three major goals any time a new product is added to RingCentral's portfolio:

1. Through various channels - primarily email, social media, and the Partner Portal - inform partners any time a new product is announced or launched.
2. Work with our counterparts in Partner Enablement to promote any enablement opportunities for partners around product launches.
3. Provide partners with sales and marketing materials for every product.

## The scope of this playbook

The PCAC team works closely with other teams with similar objectives around product launches, most notably the Partner Enablement team. While you will see a bit of overlap between their activities and our communication strategy, this playbook does not go into detail on the structure and methodology of partner new product enablement. This playbook instead details the communications strategy in support of various enablement motions.



# The structure of GTM launches

Oftentimes, new products will be announced and public well before the product is in general availability, and well before any supporting assets (such as pitch decks, datasheets, videos, et cetera) are available. As such, our launch strategy can be defined in two distinct phases:



## Phase One: Awareness:

The Awareness phase kicks off once a product is announced publicly. For some products, this coincides with when the product is in beta. For this phase, the PCAC team has identified three major goals:

1. Partners should be made aware of upcoming products.
2. Partners should have access to basic information about the product, including a pitch deck and a datasheet.
3. Through materials provided internally to partner managers, partners should have a basic understanding of a product's positioning.



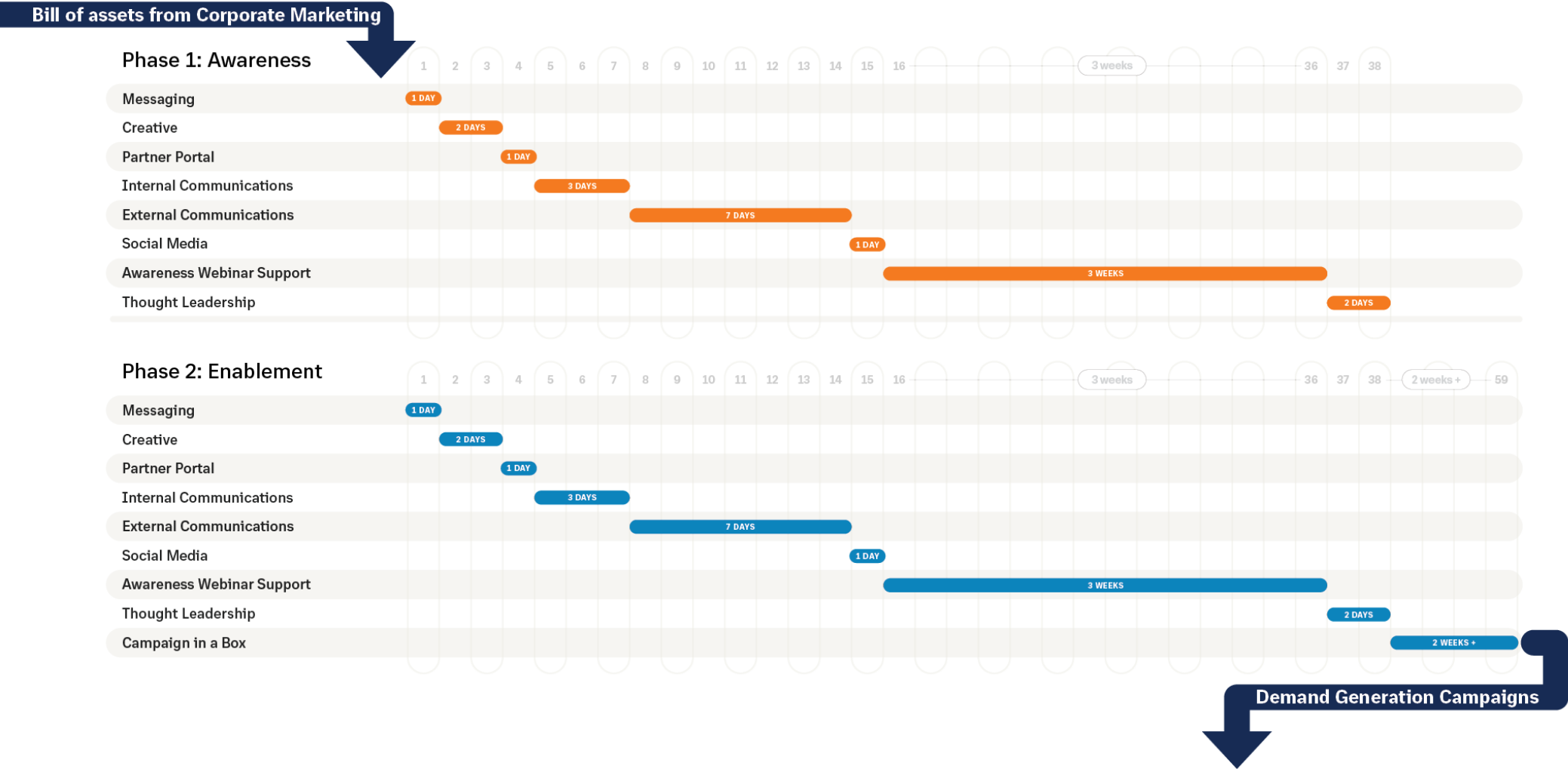
## Phase Two: Enablement:

The Enablement phase kicks off when a product is generally available in a particular region. For this phase, the PCAC team has identified three major goals:

1. Partners should have a deeper understanding of a product's messaging, positioning, and use cases.
2. Partners should have access to a larger bill of assets related to the product, including videos, solution briefs, and pricing guides.
3. Partners should be able to identify potential customers based on the materials and enablement they've received.

# Channel New Product GTM Project Flow

Below, you will find a visual representation of the general structure of our supporting projects with any go-to-market launch.



# PHASE 1: AWARENESS

## **Bill of assets from Corporate Marketing**

To ensure consistency in the messages being sent from RingCentral directly, and the messages we arm partners with, the bulk of our bill of assets for any product launch originates with Corporate Marketing. Note that the specific actions within both the Awareness phase and the Enablement phase are dependent on the assets received from our corporate counterparts.



## Actions

### Messaging (1 day)

- Source most important product information and positioning from corporate announcements - this is the initial “boilerplate” for that product.
  - The company press release and blog are best sources for this step, followed by datasheet and pitch deck when available.



### Creative (2 days)

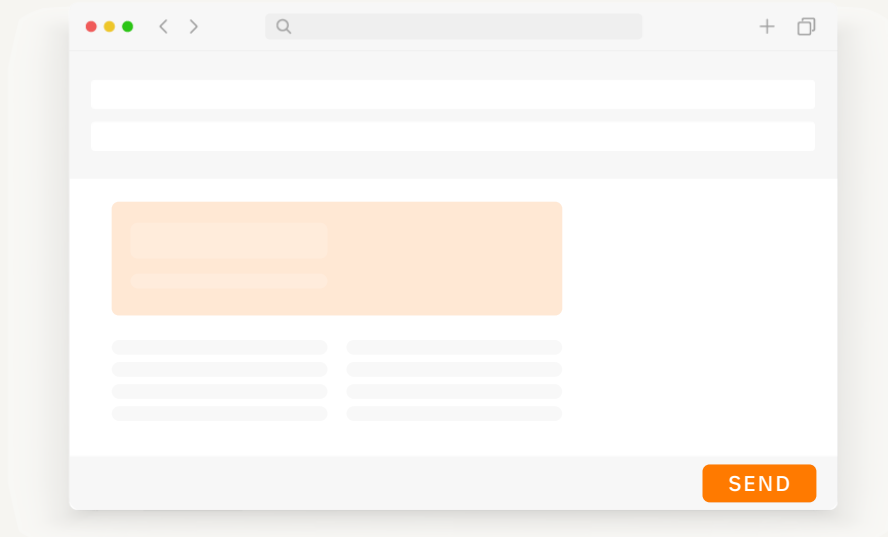
- Build banner image for portal carousel.
- Build email image for announcement send.
- Make datasheet and pitch deck “partner friendly” by replacing footers and direct sales references.
- Create thumbnail for portal news update.

### Partner Portal (1 day)

- Upload banner to homepage carousel.
- Add to latest news updates.
- Add to “What’s New in the Portal” carousel.
- Add pitch deck to IGNITE! resources if product can be sold through IGNITE!.
- Update marketing assets as they become available.
  - All new products get added to “New Products” page.
  - Find other relevant marketing categories dependent on product.

## Internal Communications (3 days)

- Announce product via Partner OFFICIAL, including a drill down of all available assets and partner communications.
- Provide Partner Managers with information on how partners can become beta testers, when applicable.
- Send internal email from channel leadership linking to press release.
- Update new product cheat sheet for internal usage.



## External Communications (1 week)

- Send Marketo email to partner regions where product is available in beta, with links to announcement and available product assets.
- At next monthly send, include in partner newsletter.

## Social Media (1 day)

- Source social card from press release or RingSocial.
- Post press release announcement from channel leadership using social card as anchor, with a link to announcement embedded in the post copy. This will return better results than using the announcement URL to generate an image.
  - Share one post to private LinkedIn group as well.
- When applicable, end with CTA: “If you have customers who’d be interested in joining the <Product Name> beta, please contact your Partner Manager.”
- Direct channel employees to use available RingSocial assets for their own posts.

## Awareness Webinar Support (3 weeks)

- Once webinar date and speakers have been set, support it with:
  - Landing page for registration
  - Confirmation page
  - Social media invite posted to private partner group (Includes social card with event title, date, and time)
  - Invite #1
  - Invite #2
  - Same-day reminder
  - On-demand page with recording of webinar
  - Follow up email



## Thought Leadership (2 days)

- Using key messages from product cheat sheet and enablement documents, build talking points for partner events about what's coming soon.

# PHASE 2: ENABLEMENT

## Actions

### Messaging (1 day)

- Update key product language and features based on additional assets available.
- Include “now available” language based on regions.

### Creative (2 days)

- Build banner image for portal carousel that includes “now available.”
- Build email image for announcement send that includes “now available.”
- Make additional assets “partner friendly” by replacing footers and direct sales references.

### Partner Portal (1 day)

- Replace banners and news page with “now available” language.
- Ensure all available enablement assets have been posted to New Products page, IGNITE! Resources (for pitch decks), and other relevant marketing categories.

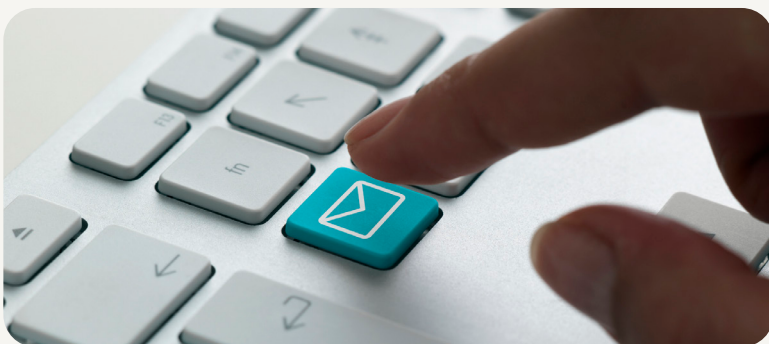


## Internal Communications (3 days)

- Announce general availability via Partner OFFICIAL, including a drill down of all available assets and partner communications.
- Send internal email from channel leadership linking to most impactful assets.

## External Communications (1 week)

- Send Marketo email to partner regions where product is now generally available, with links to sales and marketing assets.
- At next monthly send, include in partner newsletter as “now available.”



## Social Media (1 day)

- Source social card from available corporate assets.
- Post general availability announcement from channel leadership using social card as anchor, with a link to announcement embedded in the post copy. This will return better results than using the announcement URL to generate an image.
  - Share one post to private LinkedIn group as well.
- When applicable, end with CTA: “If you have customers who can benefit from <Product Name>, please contact your Partner Manager.”
- Direct channel employees to use available RingSocial assets for their own posts.

## Enablement Webinar Support (3 weeks)

- Once webinar date and speakers have been set, support it with:
  - Landing page for registration
  - Confirmation page
  - Social media invite posted to private partner group (Includes social card with event title, date, and time)
  - Invite #1
  - Invite #2
  - Same-day reminder
  - On-demand page with recording of webinar
  - Follow up email

## Campaign in a Box (2+ Weeks)

- With all of our assets in place and available to corporate, we will create bespoke product-focused campaigns that partners can then turn around and deploy from their marketing automation or sales note automation systems.



## Thought Leadership (2 days)

- Update talking points for partner events about current availability and target use cases.

## Demand Generation Campaigns

After all the steps and activities outlined in this book, we enter the next phase of partner interaction, which we refer to as “demand generation campaigns.” Here, partners are incentivized in unique ways from both the Partner Enablement Team and the Channel Field Marketing team. These actions could look like lead challenges, blitz days, et cetera.

