



Jabra

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THE CHALLENGE

Increase awareness
of intelligent video
and audio solutions
among end clients
and AV partners.



The What/Trends

The future is hybrid



The rise of video conferencing



Three Different Work Models

Office

Hybrid

Remote

[Jabra.com/hybridworking](https://jabra.com/hybridworking) 2021 Global Report

The How: Spread the wealth

Organizations

- Make sure to be where your customers are (NSCA, CI, SCN, etc)
- Thought leadership makes a difference, become the leader in your space
- Untapped verticals

Platforms/Tools

- AV-IQ
- D-Tools
- X-Ten
- How do you make spec'ing in your products and solutions easy for clients

Channel

- Focus on your strengths
- Focus on channel partners
- Bring new customers to the channel
- Uncover new opportunities
- Through channel marketing

Programs

- Create programs that deliver value and drive behavior and are attractive to your customers
- Demos, product front and center

Alliances/partners

- Focus on partnering with complimentary products and solutions. Great product and solutions become better when paired with

- Enable your sales teams

Where Jabra has seen success:

- Partner account marketing
- Product demonstrations
- Thought leadership
- Complimentary partner efforts – does the product fit within a bigger ecosystem?
- Targeted smaller events
- Targeted strategic communications
- Shifting messaging from product based to more solution based, making users want to find out more
- Doesn't happen overnight

How do you measure success?

HYBRID WORKING

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OFFICE

+

REMOTE

By aligning our solutions and messaging in the right space with the right partners, we end up in the right place.