



The Partner Activation Playbook

How GlassHive makes it easier for Partner Program Managers to enable partners, launch campaigns, track engagement, and coordinate follow-up.

www.glasshive.com

Less Chasing. More Launching.

You have campaigns. Your partners have portal access. The launch announcement went out.

And yet, your week is still filled with questions:



**Where is the
latest asset?**



**Can you help me
customize this?**



**Has this partner
launched yet?**



**Did that MDF-funded
campaign actually run?**



**Who is following up
on the engagement?**

Partner activation breaks down when every step requires another reminder, spreadsheet, inbox search, or status meeting.

GlassHive gives Partner Program Managers a simpler way to connect the work. Partners get a clearer path from enablement to action, while your team gains visibility into what is happening and what should happen next.



The GlassHive Partner Activation Workflow



Prepare Partners to Take Action

Partners don't need another library full of files. They need to know what to use, why it matters, and what to do next.

GlassHive brings partner resources, training, templates, and guided workflows into the same environment where partners execute. Instead of handing partners a collection of assets and hoping they assemble the pieces, you can give them a more practical route to launch.

WHAT GETS EASIER

Finding resources: Partners can find campaign templates, training, and other materials in one GlassHive workspace.

Choosing what to use: Vendors and distributors can provide ready-to-use resources for specific programs and campaigns.

Moving from training to action: Partners can access resources and begin building the related campaign in the same platform.

Knowing what to do next: Partners can open a template, add their branding, and prepare it for launch.

Answering common questions: Guided resources reduce the need to explain the same process to each partner individually.



Turn Campaign Access Into Campaign Execution

Making a campaign available is not the same as getting it into market.

GlassHive helps partners work with co-brandable resources, templates, email campaigns, landing pages, social content, journeys, and automation. Partners can move from "I found the campaign" to "I am ready to launch" without building every component from scratch.

WHAT GETS EASIER

Building campaigns: Partners can start with complete templates instead of creating every campaign element from scratch.

Adding partner branding: Magic Branding helps partners apply their brand to approved campaign materials.

Launching across channels: Partners can create and manage emails, landing pages, forms, and social posts in GlassHive.

Scheduling activity: The Marketing Calendar helps partners plan when campaign activities will be released.

Automating follow-up: Journeys can send emails, set delays between steps, and continue nurturing based on predefined rules.



Keep Co-Marketing and MDF Connected to the Work

MDF gets difficult when the request, approval, campaign activity, and proof live in different places.

GlassHive supports structured MDF and co-marketing workflows that connect funding context to the marketing activities it supports. Instead of reconstructing the story from spreadsheets and emails, your team has a clearer path from request through execution and reporting.

WHAT GETS EASIER

Submitting requests: Partners can submit MDF requests with the campaign plan and required documentation.

Reviewing funding: Vendors can review requests, approve funding, and track each request's status in GlassHive.

Keeping information together: Funding details, campaign information, and proof requirements stay connected.

Monitoring progress: Teams can check the status of a request without maintaining a separate spreadsheet.

Documenting results: Proof-of-performance information can be collected alongside the MDF request and funded activity.



See What Your Partners Are Actually Doing

A download tells you that someone accessed a file, but it doesn't tell you whether the campaign launched or what happened next.

GlassHive's reporting and analytics give vendors and distributors greater visibility into partner participation, campaign activity, engagement, and leads where the program is configured to support it.

WHAT GETS EASIER

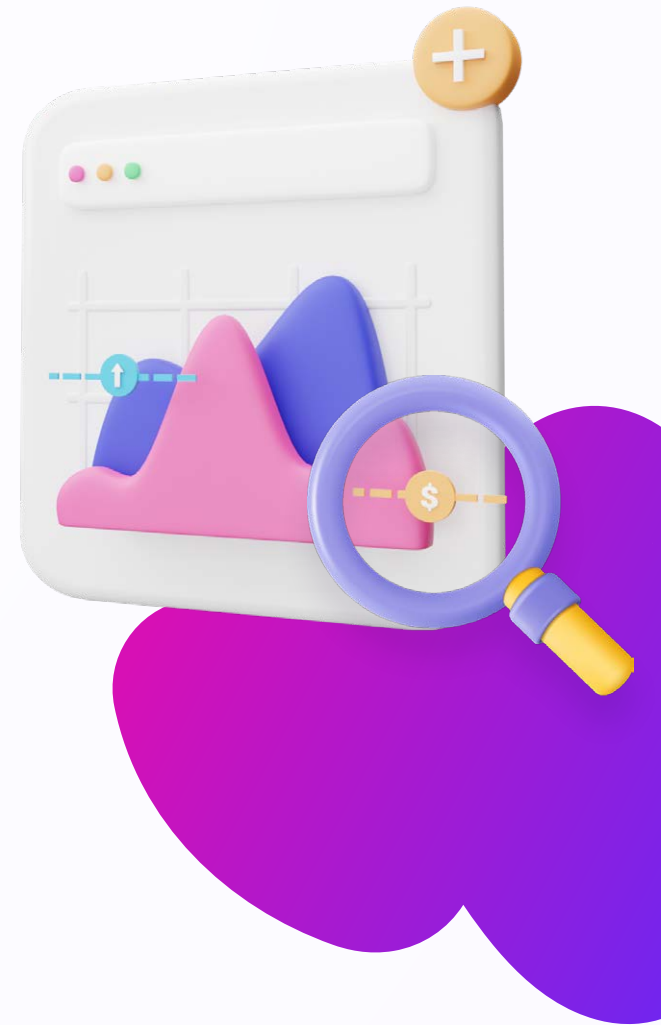
Seeing participation: Vendor dashboards and partner views show which partners are active in the program.

Tracking campaign activity: Teams can review sends, opens, clicks, form submissions, and leads.

Finding stalled campaigns: Activity data helps teams identify partners or campaigns that may need support.

Seeing what engagement produced: Where enabled, teams can follow activity into qualified leads, opportunities, and registered deals.

Reporting to stakeholders: Dashboards and scheduled reports provide a shared view of program activity and performance.



Turn Engagement Into a Coordinated Next Step

Partner activity becomes more valuable when the right people know what happened and can respond.

GlassHive connects campaign, contact, lead, qualified-lead, opportunity, and CRM context so marketing, sales, and partner teams can coordinate the follow-up. Instead of passing around screenshots and spreadsheets, teams can work from shared context.

WHAT GETS EASIER

Identifying engaged prospects: GlassHive turns responses from emails, forms, landing pages, and journeys into trackable contacts and leads for follow-up.

Giving sales context: GlassHive keeps campaign engagement and contact history together on each lead record, giving sales the context needed to follow up.

Assigning responsibility: Teams can assign leads so it is clear who owns the next action.

Automating follow-up: Journeys can automatically nurture interested contacts when immediate sales outreach is not needed.

Connecting activity to revenue: Where enabled, leads can progress into opportunities, pipeline, partner-qualified leads, and registered deals.





When these five parts work together, partner activation becomes a connected process. Partners know what to do, campaigns get launched, activity becomes visible, and the right teams have the context to respond.

You don't need to apply the entire workflow across every partner program at once. Start with one real program and identify where the process creates the most chasing, rework, or uncertainty.



Start With One Program

Choose a program that your team is actively managing and walk it through the GlassHive workflow.

Program or campaign: _____

Partners involved: _____

The action partners should take: _____

Resources or training they need: _____

Campaign activity they should launch: _____

MDF or co-marketing requirements: _____

Activity your team needs to see: _____

Who should receive the next signal: _____



Your Partner Activation Check

Use these questions to find the first workflow GlassHive should help simplify.

	Yes	Not yet
Can partners quickly find what they need and understand the next action?	☐	☐
Can they prepare and launch a campaign without constant one-to-one support?	☐	☐
Can your team see meaningful activity while the program is running?	☐	☐
Does MDF or co-marketing context stay connected to execution?	☐	☐
Do engagement signals reach the person responsible for follow-up?	☐	☐
Can you explain what happened without rebuilding the story manually?	☐	☐

Each "Not yet" points to a practical place to begin.



Make Partner Activation Easier **With GlassHive**

GlassHive brings these steps together so Partner Program Managers can spend less time coordinating disconnected tasks and more time helping partners take action:

- **Centralize** campaign templates, training, and partner resources in one workspace.
- **Give** partners ready-to-use, co-brandable campaigns they can customize and launch.
- **See** which partners are participating, which campaigns are moving, and where support may be needed.
- **Connect** campaign engagement to leads and follow-up so the next action is clear.

Complete the Partner Activation Workflow Diagnostic, then connect with GlassHive to review your results. We'll work with you to identify opportunities to strengthen your partner program, improve engagement, and drive greater partner activation.

**Explore the Partner Activation
Workflow Diagnostic**

**Request a Partner Activation
Workflow Review**



**Have questions?
We'd love to chat!**

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www.glasshive.com

