



GTM Strategies

Zoho Consulting Partners



Overview

This document outlines a set of suggested go-to-market (GTM) strategies that you can adopt to drive awareness, generate demand, and build credibility in the market.

▲ Note

These are not mandatory actions. Partners are encouraged to create a GTM strategy based on the ideas shared, along with their own marketing inputs.

The plan can then be discussed with their account manager to refine, finalize, and move into execution.

Partners can select and prioritize these strategies based on their market focus, team bandwidth, and business objectives. Even a few well-executed initiatives from this list can drive meaningful impact over time.

01



Partnership announcement & awareness

/ Social media announcements

- Announce the partnership with Zoho across social media platforms.
- Highlight what this partnership means for customers and the value it brings.
- Ensure consistency in messaging across platforms.

02



Website optimization strategies

/ Positioning & credibility

- Add Zoho-related services to the homepage
- Display partner badges (only after being eligible) to build immediate trust and credibility

/ Inbound enablement

- Optimize website structure to encourage inbound enquiries
- Include clear CTAs and service pages focused on Zoho offerings
- Refer to the dedicated [Website strategies](#) document for best practices



Targeting & Demand generation

/ ICP identification

ICP - An Ideal Customer Profile represents the type of customer that will benefit the most from your product and is most likely to adopt it when targeted with the right messaging and campaign.

- Define and continuously refine Ideal Customer Profiles (ICPs) based on industry, company size, geography, and use case.
- Run ICP-focused campaigns across channels such as Google, LinkedIn, and other relevant platforms to drive targeted outreach and qualified leads.

/ Account-Based Marketing (ABM)

ABM is a targeted approach where specific high-value accounts, identified based on your ICP, are engaged through personalized campaigns to drive better conversion.

- Run ABM campaigns targeting high-value accounts (e.g., mid-market to enterprise companies with 200-500+ employees).
- Identify key accounts within priority industries and build a focused target list.
- Personalize outreach and messaging based on account-specific needs, challenges, and buying signals to improve engagement and conversion.
- Align marketing and sales efforts to ensure consistent, relevant communication across the buyer journey.

04



Campaigns

/ Customer outreach campaigns

- Run email campaigns targeting existing customers (introducing Zoho solutions), prospects and leads.
- Position the value of being both; A Zoho Partner and a trusted service provider.

/ Re-engagement campaigns

- Reconnect with closed-lost customers
- Share updates, new offerings, or improved capabilities through Zoho solutions

05



Content & Thought leadership

/ Blogs & articles

Publish educational content such as industry insights, use-case-driven articles, product/service awareness pieces and aim to drive organic traffic.

06



Social proof & Credibility building

/ Achievement-based content

- Share milestones on social media, including deal closures (even small wins), certifications and target achievements.
- This will help demonstrate consistent growth and expertise over time.

/ Testimonials & Case studies

Feature customer testimonials, case studies, sales decks prominently on the website to build trust.

07



Events & Community engagement

/ Co-branded events

- Available for partners in the Advanced and Premium Tiers.
- Collaborate on events positioning Zoho solutions

/ Webinars

Host individual webinars, focus on education, demos, or industry-specific use cases.

/ Local market activities

- Organize meetups, small business events and round-tables.
- Helps build strong local presence and relationships



Networking & Ecosystem participation

/ Actively participate in networks such as:

- BNI
- CXO communities
- Other relevant business forums

Enables relationship-building and referral opportunities



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