



# THE TOUGH LOVE GUIDE

FOR CHANNEL  
MARKETING.



A dimly lit boxing ring with a stool, a laptop on a red ottoman, and boxing gloves on the floor. The scene is set in a large, industrial-style gym with a high ceiling and exposed beams. The lighting is a mix of cool blue and warm red tones, creating a moody atmosphere. The ring is enclosed by red ropes, and the floor is a dark, polished surface. In the foreground, a wooden stool stands next to a red ottoman with a laptop on it. Several red boxing gloves are scattered on the floor nearby. The background shows the structure of the gym and some distant lights.

**YOU'RE *NOT* GOING TO LIKE THIS.**

**SO, YOU'D BETTER FIND A SEAT.  
MAYBE MAKE A COFFEE.**

**AND TAKE A DEEP BREATH.**



**YOU'RE  
DOING  
IT ALL**

**WRONG.**

"Slapping a logo on it doesn't equal marketing support, listing the features isn't a campaign strategy. It's time to try a bit harder folks."

→ Lara Cory, Head of Content and Strategy

# THE 8 BIGGEST PROBLEMS WITH CHANNEL COMMS

## 01

### Your campaigns are formulaic.

You're not failing because your **partners suck**.  
You're failing because **your campaigns do**.

Good strategy should trigger massive action. All you're triggering is a compelling desire to hit the delete button.

Ever thought of having an opinion? Disagreeing with the crowd? Have some guts, go in swinging and start standing for something.

## 02

### In the race to the middle, no one wins.

Most channel campaigns look the same. Sound the same. Land the same.

When everyone's using the same playbook, best practice becomes bog-standard. They're pushing the same message "innovative, trusted, scalable" in the same tone of voice, using the same 'strategic' guidance from everyone's favourite go-to mediocre machine.

What did you think was going to happen when they let everyone onto the playing field?

**Time to try a bit harder.**

# 03

## Approval does not mean results.

Just because your regional lead says it “looks good” doesn’t mean it’ll work.

Fluffy campaign rollouts, low partner uptake, and zero follow-up? That’s not success. That’s wallpaper.

You need clear metrics. Real engagement. And content that actually gets used.

If your regional sales lead says your campaign looks nice, **that’s not a win.**

If partners ignore your emails and assets, it’s a fail.

Stop chasing approvals and start chasing real KPIs.

# 04

## A toolkit is not a dumping ground.

Having a toolkit isn’t the same as having a plan.

Your partners don’t need another download centre, they need a story they can tell, and tools that help them tell it well.

You’re hoarding assets not telling stories. A partner portal full of PDFs isn’t a strategy. Your partners don’t want more downloads they want simple, usable stories they can tell in their own words.

# 05

## Slapping on a logo isn't personalisation.

Swapping in a logo and calling it personalised isn't personalisation. Two logos and a blended colour palette on the page isn't co-branding. It's lazy.

If you want partners to care, **give them something worth sharing.**

Make it relevant or don't bother. Tailor the message, show your value, speak your customer's language or risk being ignored.

# 06

## You're solving the wrong problems.

Endless rounds of brand compliance. Microsite links no one clicks. Spending weeks on "partner-ready" content that's anything but.

Meanwhile, your real audience, the buyer, is completely forgotten. Stop pasting in the list of features and start telling them why the features will change their life.

You spend weeks arguing over font sizes and compliance checklists while your message remains weak. That's why nobody's biting.

# 07

## Your story's been diluted to death.

Too many **voices**. Too many **edits**. Too much corporate **fluff**.

What started as a strong proposition ends up as a forgettable line on a co-branded datasheet. Too many cooks, too many edits, and a corporate rewrite that kills any personality. If you can't tell your story clearly, your partners won't either.

If you can't tell your story clearly, your partners won't either.

If you can't explain your value in a sentence, your partners definitely can't either.

# 08

## Playing it safe is the biggest risk.

The channel's evolving. **Fast**. And safe campaigns don't stand a chance.

It's time to stop blending in. Be useful. Be bold. Be memorable.

Because partners back brands that make it easy and exciting **to win**.

# WHAT DOES IT ALL MEAN?

Your partners don't need more PDFs. Your buyers don't want another dry datasheet. And your campaigns? They're not landing like they used to.

Why? Because the bar has **shifted**.

The tech is moving **faster**.

Your prospects are as overwhelmed as you are and just as brutal with the delete button.

And yet everyone keeps using the same tools, leveraging the same intel adding to a pile of AI-generated slop that's growing larger by the hour.

**And you wonder why it's not working like it used to?**

# HOW WE DO IT

# BETTER AND BRAVER.

We don't do "safe".  
We don't do **cookie-cutter**.  
We do **creative** that makes partners want to run your campaigns and **buyers want to buy**.

#### We build:

- Clear, punchy messaging that cuts through the noise.
- Bold, multi-format campaigns designed for today's channel ecosystem.
- Channel fluency: MDF, VAR, MSP, ABM, you name it, we speak it.
- Sales-first thinking, because hitting pipeline targets beats internal likes.
- Rule-bending creativity that respects your brand without boring it to death.

We've helped brands like IGEL, Infinity Group, Softcat and Advania not just play the game, but win it.



SO, WHAT  
ARE *YOU*  
GOING  
TO DO  
ABOUT IT?

READY TO FIND  
YOUR BRAVE?



"You can keep doing what you've always done, or you can do something brave. One gets you approval. The other gets you results."

→ Mat Harris, Fluro CEO and Founder

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