

The Challenge

Partner teams want to execute. But between funding approvals, campaign development, and compliance reviews, momentum gets lost. Partners wait weeks for simple campaigns while your team drowns in administrative requests.

What if your partners could launch approved campaigns in days, not months?



Always-On Campaign Marketplace

A self-serve portal where partners access pre-approved, turnkey marketing campaigns and events—ready to execute.



How It Works

- Partners log in and browse a curated marketplace of campaign options
- Select campaigns aligned with their market and goals
- Funding is pre-loaded and managed—no complex approvals
- Launch within days with full vendor support
- Track results in real-time through the portal

Benefits

- For Partners**
Instant access to high-quality campaigns without the wait
- For You**
Maintain brand control while dramatically reducing administrative overhead
- For Both**
Faster time-to-market and measurable ROI

Platform Features

Campaign Marketplace

Browse a catalog of marketing campaigns and event packages tailored to your channel strategy.

[Pre-Built. Pre-Approved. Ready to Go.](#)

PRICING:
Options starting at \$10k

CUSTOMIZATION:
Messaging, ROI targets, and deliverables decided by you

VARIETY:
Email campaigns, webinars, events, digital advertising, content syndication

SCALABILITY:
Serve hundreds of partners simultaneously

Self-Serve Execution

Partners select and launch campaigns without waiting for approvals or navigating complex processes.

[Remove Barriers. Accelerate Results.](#)

EASY ACCESS:
Always-on portal available 24/7

NO FUNDING HEADACHES:
MDF/DF managed behind the scenes

FASTER CYCLES:
Reduce time-to-market by 60–80%

SIMPLE PROCESS:
3-step campaign selection and launch

LOCALIZATION:
Regional adaptations handled automatically

Real-Time Analytics & Reporting

In-portal dashboards give you and your partners complete visibility into campaign performance.

[Know What's Working. See Your ROI.](#)

TRACK:

- Campaign engagement and reach
- Lead generation and qualification
- Pipeline influence
- Partner participation rates
- Spend utilization
- ROI by campaign, partner, and region

ACCESS:

- Real-time dashboards
- Custom reporting
- Executive summaries
- Partner-level insights

Brand & Compliance Control

You decide what goes in the marketplace. Every campaign is pre-approved, brand-compliant, and ready for your partners.

[Your Standards. Their Execution.](#)

- Pre-vetted messaging and creative
- Approved vendor partnerships
- Consistent brand experience
- Legal and compliance review completed
- Regional variations managed centrally

White-Glove Support Layer

Our “yes, and” approach combines platform efficiency with human expertise.

[Self-Serve Doesn't Mean Going It Alone.](#)

- Campaign strategy consultation
- Execution support from experienced teams
- Partner training and onboarding
- Ongoing optimization recommendations
- Dedicated success managers
- Shape

Platform Benefits

For Channel Leaders

- Free Up Your Team**
Eliminate the heavy lift of managing hundreds of one-off partner campaign requests. Your team focuses on strategy, not administration.
- Maintain Control**
You decide what campaigns are available, messaging guidelines, and budget parameters. The platform enforces your standards at scale.
- Prove ROI**
Complete visibility into spend, engagement, and results. Show exactly how channel marketing investment drives pipeline and revenue.
- Scale Without Growing Headcount**
Serve 10 partners or 1,000 with the same platform infrastructure and support model.

For Partners

- Speed to Market**
Select and launch campaigns in days instead of waiting weeks or months for approvals and development.
- No Funding Complexity**
The platform handles MDF/DF administration. Partners focus on execution, not paperwork.
- Professional Campaigns**
Access marketing programs they couldn't build themselves—professionally designed, executed, and measured.
- Prove Their Value**
Real-time tracking shows the impact of their marketing activities, strengthening their relationship with you.

Platform Capabilities

CAPABILITY	DESCRIPTION	IMPACT
Campaign Library	20-50+ pre-approved campaigns across tactics	Partners always have relevant options
Funding Engine	Automated MDF/DF allocation and tracking	Eliminate funding bottlenecks
Localization	Regional adaptations for global deployment	Consistent execution across markets
Vendor Network	Pre-vetted execution partners	Quality and reliability guaranteed
Reporting Suite	Real-time dashboards and custom reports	Full transparency and accountability
Integration Ready	CRM, marketing automation, PRM connections	Seamless data flow across systems

Implementation Models

Choose the model that fits your channel strategy

Turnkey Marketplace

[Fast Setup. Proven Framework.](#)

We build and manage your campaign marketplace using our proven platform and processes.

- Platform setup in 6-8 weeks
- Pre-loaded campaign library based on your strategy
- Vendor network activation
- Partner onboarding and training
- Ongoing management and optimization

BEST FOR:
Organizations wanting immediate impact without building internal infrastructure

Custom Platform Development

[Your Brand. Your Rules. Built to Spec.](#)

We design and build a custom sales enablement platform tailored to your specific requirements and workflows.

- Requirements gathering and design
- Custom development and integration
- Your branding and UX
- Training and change management
- Long-term support and enhancement

BEST FOR:
Enterprise organizations with unique processes or existing systems requiring deep integration

Hybrid Model

[Platform Power. Campaign Expertise.](#)

Use your existing partner portal or PRM while we provide campaign development, execution, and analytics.

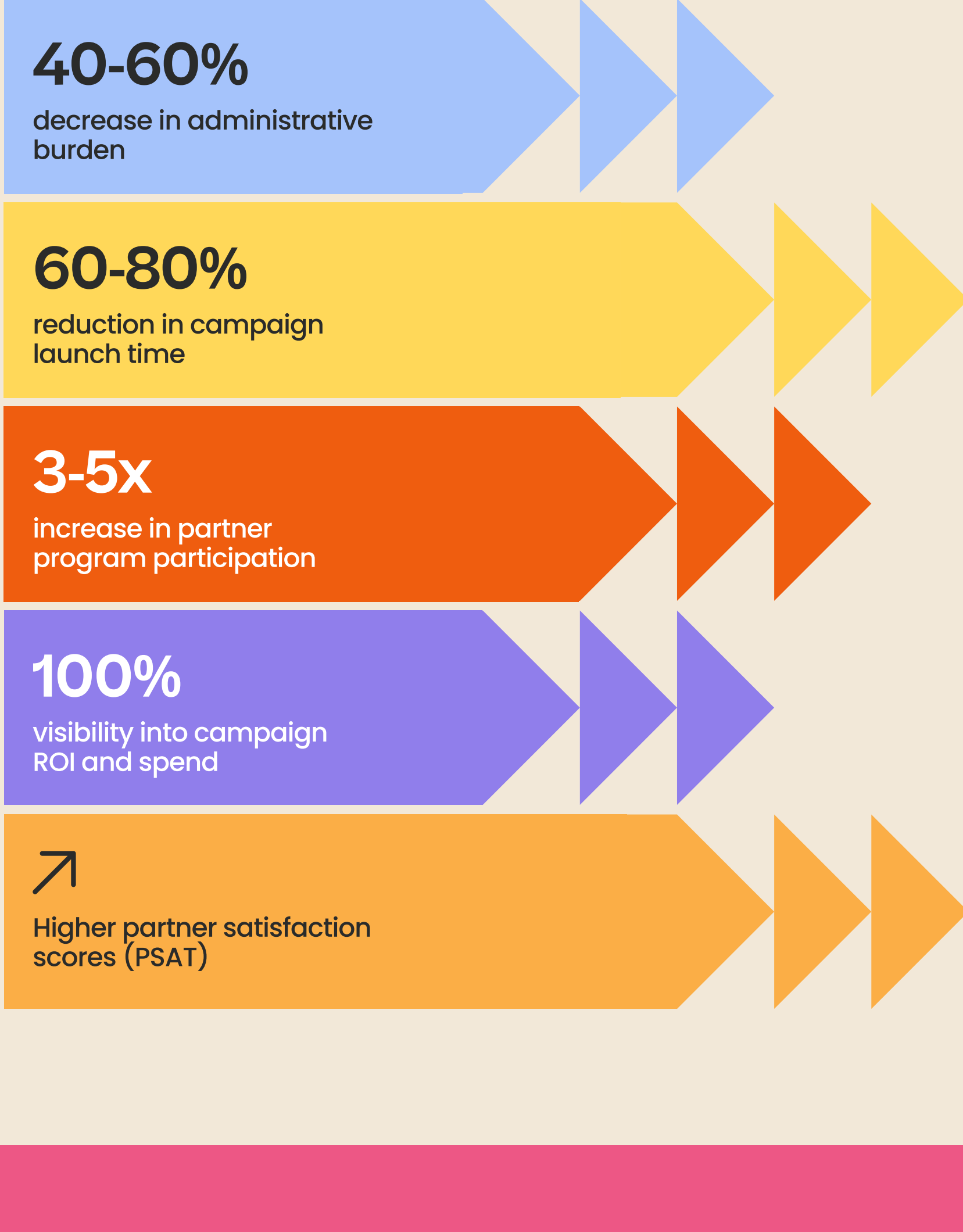
- Campaign marketplace built into your portal
- API integration with your systems
- Campaign execution and management
- Reporting and analytics layer
- Continuous campaign refresh

BEST FOR:
Organizations with established partner portals wanting to add campaign capabilities



Success Metrics

Our platforms consistently deliver:



Platform Technology Stack

BUILT ON ENTERPRISE-GRADE INFRASTRUCTURE:	
Secure, cloud-based architecture	Single sign-on (SSO) integration
Role-based access control	API-first design for integrations
Mobile-responsive interface	GDPR and compliance-ready
99.9% uptime SLA	

Getting Started

01

Discovery & Strategy

WEEKS 1-2

- Understand your channel objectives
- Review current partner pain points
- Define campaign categories and pricing
- Identify integration requirements

02

Platform Setup

WEEKS 3-8

- Understand your channel objectives
- Review current partner pain points
- Define campaign categories and pricing
- Identify integration requirements

03

Partner Launch

WEEKS 9-10

- Partner training and onboarding
- Initial campaign wave
- Support and feedback loop
- Optimization and scaling

Why Starshot Platforms?

Proven at Scale

Our platforms serve hundreds of partners across global markets with consistent results.

Full-Service Execution

We don't just provide the platform—we execute campaigns, manage vendors, and deliver results.

Continuous Innovation

Regular platform enhancements, new campaign additions, and optimization based on performance data.

"Yes, And" Philosophy

Self-serve efficiency meets human expertise. Partners get the best of both worlds.

Ready to Transform Partner Enablement?

Let's build a platform that makes it easy for partners to execute and easy for you to manage, measure, and scale.

[Request a Platform Demo ↗](#)

Common Use Cases

NEW PRODUCT LAUNCH	Load launch campaigns into the marketplace. Partners can execute coordinated go-to-market activities across regions simultaneously.
QUARTERLY CAMPAIGN PUSHES	Pre-load Q1-Q4 campaign options. Partners select what fits their market and business plan.
EVENT MARKETING	Make webinar packages, trade show support, and local event templates available year-round.
DEMAND GENERATION	Ongoing lead gen campaigns (email, digital, content) that partners can activate on their timeline.
ACCOUNT-BASED MARKETING	Template-based ABM campaigns for partners targeting enterprise accounts.

FAQ

Q: How long does platform setup take?

A: Turnkey marketplace: 6–8 weeks. Custom platforms: 12–16 weeks depending on complexity.

Q: Can we integrate with our existing PRM or CRM?

A: Yes. Our platforms are API-first and integrate with major PRM, CRM, and marketing automation systems.

Q: Who manages campaign execution?

A: We do. Partners select campaigns, and our team manages vendor coordination, execution, and reporting.

Q: How do you handle MDF/DF tracking?

A: The platform automates fund allocation, tracks spend in real-time, and provides complete audit trails.

Q: What if partners need custom campaigns?

A: The platform handles standardized campaigns at scale. We can layer in white-glove custom campaign development for strategic partners.

Q: How do you ensure brand compliance?

A: All campaigns are pre-approved by your team. The marketplace only shows what you've authorized.

Contact us for a free consultation. Let's build your perfect platform



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