

## Multichannel MSA Engagement Boosts Marketing Bandwidth and Efficiency



### CUSTOMER SUCCESS STORY

#### CHALLENGES

- Increasing and expanding partner marketing manager bandwidth across Platinum partners
- Developing fresh assets and content for partner marketing campaigns
- Streamlining agency resources for cost-effectiveness and efficiency
- Filling partners' sales pipelines with a steady stream of leads

#### SOLUTIONS

- Pilot campaign with American Digital before rollout
- Multichannel, multitier campaigns to increase impressions
- Content development and asset creation to drive campaigns
- Expertise in a wide range of marketing tactics from a centralized Marketing Services Agency

#### COMPONENTS

- Content creation
- Direct mail
- Email marketing
- Event marketing
- Landing pages
- Social media marketing and amplification
- Telemarketing
- Video
- Webinars



Helping Hewlett Packard Enterprise Platinum partners fill the sales pipeline with new leads can be a complex task that takes a lot of resources, expertise and time. Benjamin Farson, partner marketing manager in Hewlett Packard Enterprise Group Channel Marketing, turned to The Channel Company's PartnerDemand® Services when he needed to increase impressions across multiple lines of partner engagement.

When asked about his job as an HPE partner marketing manager supporting Platinum partners in the northern-central U.S., Farson reveals that it's all too easy to get caught in the weeds of campaign management at the expense of strategically supporting partner relationships.

Not only did his partners have different requirements for marketing support, but many of them also hired third-party agencies that were too narrowly focused to provide multichannel campaign services. As a result, partners weren't getting all they could from their marketing investments.

He turned to PartnerDemand Services, HPE's Marketing Services Agency, to standardize and centralize a high-quality agency resource that he could provide to his partners for multitier marketing campaigns, including best-of-breed digital strategies, to fill the pipeline with new impressions.

*"PartnerDemand Services enhanced my role as a partner marketing manager. They make me look better because they add a new dimension to the value and capability that I can offer to my partners."*

— Benjamin Farson

#### RESULTS

Engaged 60 percent of Farson's Platinum partners with PartnerDemand Services campaigns  
Generated more leads from more sources with multichannel campaigns  
Improved MDF (market development fund) investment with agency consolidation  
Reclaimed more partner marketing manager time for strategic marketing activities

"I view PartnerDemand Services as a necessity because if I didn't have it, my resources would be stretched pretty thin and I'd be busy with task management instead of building partner value," explains Farson.

He started out with a pilot program using one partner, but rolled it out to all his partners after seeing how well it worked. He now has 60 percent of his partners using PartnerDemand Services on a wide range of marketing campaigns, content development and more.

"PartnerDemand Services is a true marketer and very digitally savvy. They are capable of anything and everything," adds Farson. "I love the agency. I use it a lot."