

Hewlett Packard Enterprise Platinum Partner Saturates Local Market With Content From PartnerDemand Services



CUSTOMER SUCCESS STORY

CHALLENGES

- Educate market in Western New York
- Acquire new customers

SOLUTIONS

- Appointment-setting
- HPE-trained content developers for quality and consistency

COMPONENTS

- Email marketing
- Content creation (solution brief, blog)
- Telemarketing



Hewlett Packard Enterprise Platinum Partner Networking Technologies, a local provider of advanced network consulting and technical support in Erie, Pa.; Buffalo, N.Y.; and Cleveland knew that potential customers in Western New York were unfamiliar with Networking Technologies. However, they weren't sure how to spread the word. That's when they turned to The Channel Company's PartnerDemand® Services for help.

Networking Technologies is a division of Reabah Inc. Operations Manager Wendy DeArment wanted to saturate the Buffalo market with the information that Networking Technologies is a leader in IT, while at the same time creating brand awareness in the area.

DeArment chose to have the PartnerDemand Services creative team create three emails, a solution brief and a blog for each of the selected topics areas: servers and storage.

The created content focused on promoting Networking Technologies in the following aspects of servers and storage:

- Drive Profits And Efficiency With Your Server Investment
- Cool Down With Storage Efficiency
- Transform Your Storage Infrastructure For Competitive Advantage
- Speed And Converge Your Storage Capacit

As DeArment collaborated with PartnerDemand Services, she found that the team was easy to work with throughout the process. "I consistently received clear communication during weekly meetings," says DeArment. "Also, when I asked for any creative changes or further customization, the team was quite responsive in a timely fashion."

Along with the content creation, PartnerDemand Services called potential leads to set up appointments to discuss Networking Technologies in an attempt to further their reach in the Buffalo area.

"Our PartnerDemand Services telemarketing campaign has worked very well so far," says DeArment. "Thanks to PartnerDemand Services, we were able to open our Buffalo office and would like to continue to focus on further appointment-setting."

Our telemarketing campaign worked very well to get in front of prospects and leads."

— Wendy DeArment
Operations Manager
Networking Technologies, a division
of Reabah Inc.



RESULTS

- Increase in visitors to site from the Buffalo region
- High click-through rates on emails
- Quality leads/prospects