

HPE Platinum Partner Increases Website Traffic With PartnerDemand® Services Content



CUSTOMER SUCCESS STORY

CHALLENGES

- Not enough traffic to website
- Acquiring new customers

SOLUTIONS

- Multitiered lead generation campaign
- HPE-trained content developers for quality and consistency

COMPONENTS

- Content creation



Hewlett Packard Enterprise Platinum Partner Works Computing, an Upper Midwest technology solution provider located in Bloomington, Minn., wanted to create a multitiered lead generation campaign consisting of emails, blogs and a white paper, but they had limited staff available to create that content.

When their HPE market development fund decision time came up, Works Computing Sales Operations Manager Chris Galloway decided to work with PartnerDemand® Services for content creation to increase traffic to the website as well as boost requests for meetings.

Galloway partnered with the PartnerDemand Services team to create content focused on hyper-convergence and hybrid IT. The content included three emails, a blog, and a white paper with asset titles that included:

- Bringing “IT” All Together With Hyper-Convergence
- Conquer IT Complexity With The Right Mix
- Designing A Modern Infrastructure For The Idea Economy: Drive Business Agility And Innovation With Hybrid IT

“The created content from PartnerDemand Services was well-written with the appropriate mix of business outcome and tech speak.”

—Chris Galloway
Sales Operations Manager
Works Computing, Inc.

The created content won praise from Galloway, who noted, “The content was well-written with the appropriate mix of business outcome and tech speak. We were pleased that it was not simply manufacturer ‘Kool-Aid’ but instead consisted of meaningful content.”

As Galloway worked with the PartnerDemand Services team, she discovered that the team was a joy to work with throughout the process. Galloway noted that the PartnerDemand Services strategic account managers were extremely helpful and kept her educated on the process, while also staying on track with deliverables throughout the campaign.

“I would recommend PartnerDemand Services for content creation,” says Galloway. “They were very friendly, yet professional, and created quality campaign content.”

RESULTS

- Increase in traffic to the website
- Compelling content that converted
- New leads/prospects

WORKS
COMPUTING
IT SOLUTIONS THAT WORK