

HP Silver Partner Expands Branding With Video From PartnerDemand® Services



CUSTOMER SUCCESS STORY

CHALLENGES

- Get message and story out to potential customers
- Expand business with break/fix customers
- Acquire new customers

SOLUTIONS

- Video creation
- HP-trained content developers for quality and consistency

COMPONENTS

- Video
- Content creation



HP Inc. Silver Partner Laser Line, a Maryland-based provider of copier, printer and networking products, service and support, wanted to have a video made that showcased their message, but they couldn't determine which way to turn nor what kind of video would work best for their needs.

Laser Line's sales and marketing office manager, Peggy Stankiewicz, had put the video idea on the back burner for a bit until their HP market development fund (MDF) decision time was growing near. And then The Channel Company's PartnerDemand® Services showed up on her radar.

"We had been shopping around for a video since we were very close to launching our new website," says Stankiewicz. "PartnerDemand Services made it simple. They have several offerings in place to suit your business needs for marketing as well as the option to a la carte your choices to put your own plan together. When we saw the video option, PartnerDemand was our obvious choice."

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— Peggy Stankiewicz
Sales and Marketing Office Manager,
Laser Line

Working with the PartnerDemand Services team was an easy process, and Stankiewicz praised the team for understanding the message Laser Line was trying to convey. She found the team to be courteous and professional from the brainstorming meeting to choosing the voice-over artist to the final storyboard.

Laser Line received the completed video within a couple of weeks of launching their new website and immediately added it to their home page. They have found the video to be an excellent tool when they need a quick, informative message to send customers about the benefits of working with Laser Line as their print management provider.

"If you're wondering if you should work with PartnerDemand Services, I say, 'Do it,'" says Stankiewicz. "They are an excellent team of professionals who care about your ideas and vision for your company."

RESULTS

- Saved time on video creation
- Increased awareness of the Laser Line brand
- Positive feedback from customers and colleagues alike