

Expanding Solution Provider Leverages PartnerDemand® Services to Gain Valuable Market Intelligence



CUSTOMER SUCCESS STORY

CHALLENGES

- American Digital had a small in-house marketing staff
- There was an ongoing demand for HP Inc.-focused content
- The company needed high-quality, highly customized content

SOLUTIONS

- Blog series creation
- Social media push to drive clicks, tweets and retweets
- HP Inc.-trained content developers for quality and consistency

COMPONENTS

- Social media marketing and amplification
- Content creation
- Blog Content



“Everything worked like clockwork. PartnerDemand Services follow-up was great. You know, typically when you outsource and work with other people, you don’t know what to expect. PartnerDemand Services was very good to work with. Very.”

— Patti Evanoff, marketing director



Over the past three decades, Sehi Computer Products has become one of the largest independent technology solution providers—and independent HP Inc. resellers—in the U.S. When Sehi was looking to drive demand in the education market, it looked to The Channel Company’s PartnerDemand® Services, HP Inc. and Hewlett Packard Enterprise’s Marketing Services Agency for Platinum Partners to increase HP Inc. personal computer and printer sales among education buyers. They uncovered important market intelligence in the process.

In Patti Evanoff’s successful 20-year career with Sehi, she has seen the respected solution provider grow to support more than 1,000 loyal customers in the education, government and corporate markets. So when funds became available to promote HP Inc.’s personal computers and printers, the accomplished marketing director teamed up with PartnerDemand Services to get laser-focused in a market Sehi has served for decades.

PartnerDemand Services designed a comprehensive email campaign to reach education buyers in the California market. They developed a series of three emails—supported by a dynamic landing page—to test unique messaging and gain insight into the key considerations education buyers weigh when making a purchase. Email open and response rates provided the data needed to measure performance.

RESULTS

Evanoff reports that Sehi has gained new clients as a result of the recent email marketing campaigns PartnerDemand Services has executed. In fact, she notes that a fourth email campaign is already in the works.

In addition to further penetrating the California education market, PartnerDemand Services uncovered new data about Sehi’s target audience by testing distinct messaging.

“Through our campaigns with PartnerDemand Services, we’ve gained a lot of valuable information we wouldn’t have had otherwise,” says Evanoff, “like finding out that security is the No. 2 factor education buyers consider in their print purchasing decisions. That’s huge.”