



## ROBUST DIGITAL MARKETING PROGRAM RESULTS IN \$245K REVENUE FOR IT MANAGED SERVICES RESELLER

### challenge.

A mid-sized IT managed services firm offering a full range of managed IT services to include cyber security, endpoint and cloud solutions was challenged with growing their revenue. They had multiple services solutions with the potential to offer profitable benefits to customers, but sales was unable to convey that value and convert prospects. The solutions were disorganized, the audience was not defined, and the messaging was unclear and inconsistent.



The Leadarati team was very thorough in their audit before proposing a potential solution. They were hands-on and worked closely and tirelessly with our team until we fine tuned our message. In the end, we saw results that exceeded our expectations and got us new logos.

-VP, managed services provider

### solution: package solutions for sales.

Unsure of where to begin, the reseller engaged Leadarati to help devise a go-to-market approach that would result in increased sales. After completing an audit of the managed services solutions lineup, Leadarati branding strategists partnered with the client to organize the solutions in a way that would make sense to the customer. With the solutions grouped into several clearly defined offerings, the team developed a robust marketing program designed to build market awareness, enable sales and, most importantly, generate leads.

More specifically, Leadarati identified the target audience for each segment and built a target database, developed names and logos for each offering and created a value messaging strategy. With a solid marketing foundation in place, Leadarati implemented a multi-pronged campaign that included press, a target landing page, new web pages, an expert podcast and blog series, branded sales sheets, email, telemarketing, and Google ads.

Finally, to ensure widespread sales team adoption, a post-campaign selling toolkit was designed and sent individually to each rep so that they could take advantage of assets and activities created.

### outcome.

The campaign yielded 2500 hits to the new web pages, 60 viable leads and three immediate new customers (with many more in the pipeline), translating to approximately \$245K in revenue. With a sales-ready suite of managed services solutions, a clearly defined value proposition and a repository of sales support tools, this MSP is poised to grow the line exponentially, serve more customers and secure a market-leading position in the managed services space.

## why leadarati?

We believe that working in sync with a company's sales process is the key to meaningful digital marketing. Instead of standard, one-size-fits-all agency programs, Leadarati offers custom activities that work for you. Our consultative, high touch approach gives you an expert marketing partner that works with you every step of the way.