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Ready-to-Go Marketing Success Story: Enabling Technologies

Make Ready-to-Go Marketing your first stop for campaign resources

The Need:

Enabling Technologies, a global IT consulting company that focuses on Unified Communications (UC), launched a campaign in 2011 to build new business. They wanted to leverage their CTO's expertise to make an impact on potential customers and find a way to get the most out of his time as he traveled. Enabling Technologies combined two events in one day to maximize their CTO's time – a one-to-many Lunch and Learn to get prospects interested in the UC stack and a one-to-few one hour Architectural Design Session (ADS) to move already interested clients closer to a sale.

To pull this off, they needed two sets of campaign materials. "For a small organization like ours, with 35 people spread out across the nation, and with only one marketing person – I'm in charge of all marketing, the website, events, everything – anything that can reduce the amount of materials I have to produce myself can really help," said Ellie Vollerthum, VP Marketing, Enabling Technologies.

The Campaign:

The Ready-to-Go Marketing materials provided helpful templates for the pieces needed for the campaign. Using copy blocks and graphics from the Ready-to-Go Marketing campaigns, Enabling Technologies produced professional looking invitations that helped drive more attendees to the events.

Vollerthum said, "You should make Ready-to-Go Marketing your first stop to develop your campaign. Of course you're going to want to customize everything, but why reinvent the wheel? Microsoft has already developed text boxes, copy, and great graphics. You can just grab it right there and save a lot of time."



Ellie Vollerthum,
VP Marketing,
Enabling Technologies

Ready-to-Go Marketing materials used in campaign:

- Copy blocks
- Graphics
- Invitation template
- Lync Server banner
- Customer questionnaire
- Thank You follow-up letters
- Click-to-Attend site
- Email templates
- Letters

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Being able to use premade copy blocks helped them save time and made repurposing the invitations for the two events easy. They were even able to incorporate some of the content into their website copy.

"The Ready-to-Go Marketing site actually makes it really easy. I go in and find a topper I can use in my email service which sends out the invitations. Then I usually just change a couple of the text blocks to personalize it for our audience," Vollerthum said.

Every piece included in the campaign told the story of how prospects could save money by unifying their communication with Microsoft Lync and Microsoft Exchange Server. Enabling Technologies also took advantage of the Click-to-Attend site, which gave them online registration capabilities and allowed them to track attendees.

Results:

Enabling Technologies' campaign for one city generated 12 qualified leads and closed six deals. The revenue produced accounted for eighty times the cost of creating and implementing the campaign.

Since their initial experience hosting these events, they have run them in cities across the country and have experienced positive results in every instance. Having consistent, targeted, and effective materials has helped Enabling Technologies close deals at all of their events. Vollerthum said, "Microsoft Ready-to-Go Marketing is my first stop for all of my marketing initiatives. It saves me hours of sifting through copy blocks, pictures, and text blocks for all of my campaigns. I seriously DO NOT know what I would do without Microsoft Ready-to-Go Marketing!"

Campaign Results:

- 12 qualified leads from one day event
- Generated 80:1 ROI
- Closed 6 deals

For more information about Microsoft Ready-to-Go Marketing visit <http://readytogo.microsoft.com>.

About Enabling Technologies

Enabling Technologies is a global IT consulting practice specializing in Unified Communications, CEBP Applications for Lync and Exchange UM, IM/Presence and Security and Compliancy applications. Why are they different?

- Exclusive Focus on Lync and Exchange Unified Messaging
- Gateway to PBX/PSTN Integration Experience

About Enabling Technologies:

- Microsoft Gold Certified Partner Unified Communications
- Microsoft 2010 Partner of the Year – UC Solutions
- 35 employees / 1 marketing employee
- Market Segment: SMB
- Website:
<http://www.enablingtechcorp.com>