



Soleado Marketing

Case Study: Branding & Lead Generation

About Soleado Marketing

Soleado Marketing is a sales-focused marketing agency that helps growth-hungry clients capitalize on an ever more diverse and selective customer population via unique messaging, targeted strategies and differentiated tactics.

We have extensive experience bridging the gap between sales and marketing for technology companies across the globe. And although individual goals, budgets and cultures may vary – ensuring a return on every marketing dollar spent is at the heart of each engagement.

to learn more visit:
soleadomarketing.com

Strategy and management:

Soleado Marketing /
soleadomarketing.com

Design:

Studio No. 6 / studio6.com

Promo items, printing and packaging:

Standard Press / stpress.com

Client information:

Comstor / comstor.com

Soleado Marketing

Tel: 404.422.5596

soleadomarketing.com

Resellers 'Click' When They See Cash

Resellers are an essential and viable component of any sales strategy. They enable a business to reach customers they might not otherwise have any competent access to. However, many reseller agreements fail because distributors don't realize the success of a reseller relationship starts with what happens after an agreement is signed, not once an agreement is achieved.

Comstor, a leading distributor of Cisco products and solutions, gets this. They go above and beyond to ensure successful financial outcomes for their resellers' Cisco businesses.

The Challenge

When we began working with Comstor, they had assembled an amazing set of tools to help their resellers sell more Cisco maintenance. We were called in to help market one particular solution and during the process asked, "What other tools have you released to your resellers lately?" We were looking to gain an understanding of the 'competition' the solution we were preparing to market faced.

We learned that Comstor had released several other 'complimentary solutions' over the previous quarter and had a few other ready to launch. We were concerned that Comstor might be confusing their resellers by pushing too many disparate tools their way in too short a period of time. And, we all know that when your 'customers' get confused, they will tune out before they

ever know what it is you're trying to sell them.

The Solution

We worked closely with Comstor to identify all the tools they had developed to enable their resellers to sell more maintenance and identified a 'family' of four key solutions. We then suggested grouping the four solutions into a single suite, and branded the suite "Click". The flagship product within the suite would be called Click and the three complimentary solutions would be called Customer Click, Inventory Click and Opportunity Click. With a unified message in place, it was now time to launch a focused promotion to gain awareness of the newly branded suite.

A Campaign in Action

We were aware that Comstor resellers face a lot noise. We knew that to get their attention, we needed to create some real excitement around Click. We decided informing potential Click users about how much revenue they might be losing without Click would be a good way to catch their attention. We created a 3D promo package around the theme of: What if 70% of the revenue you're losing could be reclaimed with a single Click?

Campaign Highlights

- An eye-catching box packed with information on how Click helps resellers automate the maintenance renewal process to ensure they will never miss another renewal opportunity again

and a 'flashing Click push button' that played a professionally recorded message touting the value of Click when 'clicked'.

- A personalized brochure that detailed additional solution benefits and featured a personalized URL where resellers could go to learn more about Click.
- A follow up email to all resellers who received a box.
- A follow up email and call to all resellers that responded to the box and/or email.
- Three follow up emails to all resellers that did not respond to the box and/or email.

Campaign Results

- 147 boxes sent
- 11 leads, representing \$13M in annual annuity revenue
- Revenue generated by Click increased from \$6M to \$12M since rebrand

Campaign Elements

