

CASE STUDY



IT Service Providers are using the Mindmatrix MSP Advantage Program to Drive More Effective Email and Social Media Campaigns.

SALES ENABLEMENT AND MARKETING AUTOMATION SUCCESS FOR CLOUD SERVER TECHS

Whether you are a small business or a multi-million dollar corporation, doing business in today's competitive environment means you need access to effective and responsive sales and marketing tools that suit your unique business challenges. Mindmatrix's sales enablement and marketing automation software provides the solution for MSPs that need to focus on running their business and can't devote extra resources to the time consuming demands of extensive in-house marketing.

Mindmatrix's platform enables MSPs to respond to their regional markets, creating personalized sales collateral, accessing powerful analytics based on locations, and tracking and classifying leads.

Mindmatrix was recently selected by Cloud Server Techs, a Managed Services provider in North Carolina, to implement a sales enablement solution designed to focus specifically on email and social media. Below, take a look at how the company successfully implemented the Mindmatrix platform to save money and avoid bringing on additional marketing resources in-house.

The Company

A Managed Services Provider based out of Hertford, NC, Cloud Server Techs offers a full range of IT computer infrastructure support services from remote monitoring to mobile device management and cloud-based solutions.

The Challenge

Cloud Server Techs needed to reach out to expand its client base. The primary issue was how to find the resources and specialized skills needed in a company entirely focused on providing technical support services. Said Bobby Umphlett, owner of the firm, "I'm a technical person and a manager, not a marketer." His goal was to raise awareness of his company's services through email marketing and social media campaigns. The real challenge for the company was not having the additional bandwidth and internal resources to devote to these tasks. Marketing activities and strategies require a time commitment that Cloud Server Tech's just didn't have.

The Solution

Mr. Umphlett found his solution by partnering with Mindmatrix and taking "advantage" of the MSP Advantage Program. The program, among many other services, is designed to provide marketing services for MSP's.

MSPs such as Cloud Server Tech's are able to use the resources made available to them through the program. Mr Umphlett was able to use the Mindmatrix platform to schedule email drip campaigns that were then sent out to his entire database. Additionally, he took advantage of the automation of social posts to generate timely, consistent and meaningful posts on his company's linkedin account.

The MSP Advantage Program was able to save the company both time and money. The platform enabled the firm to limit the time devoted to the day to day marketing activities that are necessary to grow new business. The program also kept overhead low by avoiding the need for an additional marketing resource.