



The Challenge

Focused Efforts in a Crowded Space

As an organization, Tec-Refresh is always looking for best solutions to help them grow. They were in need a marketing application that will help promote their business while allowing their team to focus on their core strengths. They needed the sales team to sell, the marketing team to market, and the sales engineers and engineering team to focus on technology design and implementation. Marketing automation is essential for Tec-Refresh teams to stay focused and minimize the administration of marketing programs.

Tec-Refresh is striving to stand out and build a stronger online presence. The key to differentiating their organization from other technology service providers is for Tec-Refresh to build a perception of thought leadership and promote their innovative solutions in a way that sets them apart from their competitors.

The Solution

Differentiation through Thought Leadership

ContentMX has enabled Tec-Refresh to establish market differentiation by making it easy to create original content and curate high-quality, relevant content that can be directly posted to their blog and website, and produces content-rich communications as part of their strategy. Also important is the ability to immediately share that same content on social media to spearhead conversations with prospects and customers.

By implementing the ContentMX Cloud™, Tec-Refresh was able to see immediate benefits.

“ContentMX Cloud took away the content marketing struggle for us as an organization across all disciplines. Through the curation of relevant content and delivery of campaigns that provide metrics we can follow up and actually close business. This alone has been a tremendous help for us from a sales standpoint to gain new prospects and inform our existing customers of new offerings.”



Customer Spotlight

Continued



Finding Success with ContentMX

Running Campaigns

Easy access to quality original and curated content that is relevant to their audience has brought success to Tec-Refresh. In addition to sharing the content, ContentMX has enabled Tec-Refresh to run campaigns that generate leads and allow for direct follow up. For example, the Fortinet Cyber Threat Assessment campaign allowed Tec-Refresh to target a large group of prospects with a free assessment program. Having immediate and direct access to white papers and original content was critical to this process. Tec-Refresh was able respond to inquiries coming in and be proactive with a nurture campaign to bring more prospects along in the buying cycle.

“ContentMX has made it easier to work with Fortinet and the local team. We were better able to leverage Fortinet and run the CyberThreat Campaign which has been a unique experience.”

Saving Time

The ease of using the ContentMX Cloud is saving Tec-Refresh the time that was previously spent on administrative tasks, giving them more time to focus on selling. The platform makes it easy to post original and curated content as well as have full control over what is posted to their blog. Tec-Refresh is also able to target content for the sections of their website where it is most relatable, improving the quality and effectiveness of their web presence.

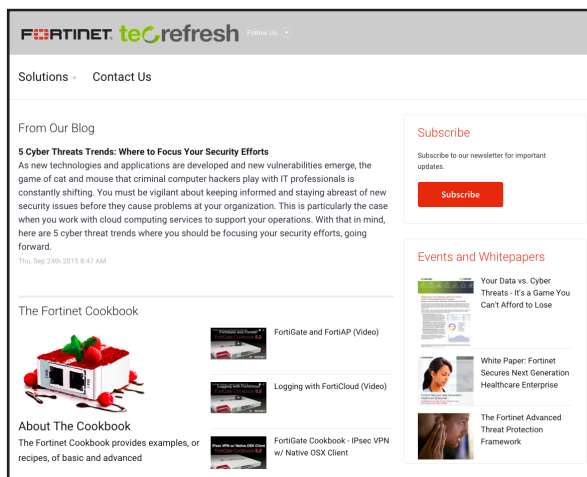
Raising Perception

ContentMX has raised the perception of Tec-Refresh to its user community. With a constant stream of fresh content, a prospect visiting Tec-Refresh looking for a service provider, sees a very sophisticated, mature, and vibrant provider that has the skill set that they need.

Tec-Refresh is using ContentMX to post directly to LinkedIn and Twitter through both personal and professional profiles. As a result, they have seen responses from peer groups and new prospects as well as new inquiries on the website.

Since engaging with ContentMX, Tec-Refresh has seen a significant uptick in the number of new prospects as well as an uptick in the number of add-on sales. Tec-Refresh has been able to use the ContentMX Cloud to communicate with customers and bring them back into the fold for new conversations.

“ContentMX Cloud has been a tremendous value to Tec-Refresh. The content provided by ContentMX is great and the way we can leverage it is fantastic. The platform is really effective for us to deliver content that is linked back to our website and out to the ContentMX hosted microsite with the metrics we need. We have not yet leveraged all of the ContentMX Cloud capabilities and look forward to expanding our use of the platform.”



TecRefresh content on a ContentMX hosted microsite.