

Microsoft Partner Sees Increased Leads with ContentMX Marketing Portal



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Norman Di Pasquale,
Quartet Services Microsoft Lead

Quartet Service Inc. is a Canada-based, Microsoft Gold Partner and managed service provider (MSP) that delivers a complete suite of cloud strategy and execution solutions to medium-sized businesses throughout North America.

Established in 1998, Quartet provides cloud-based tools, processes and infrastructure with an as-a-service model to help customers reduce risk, grow savings, and build strategic advantage. One of its flagship offerings is Microsoft Office® 365,™ which the firm delivers in the cloud to help customers gain the efficiencies, agility, and productivity needed to drive digital transformation.

Quartet puts a premium on maintaining a strong collaborative relationship with Microsoft to build its credibility with customers as an Office 365 expert.

The Challenge

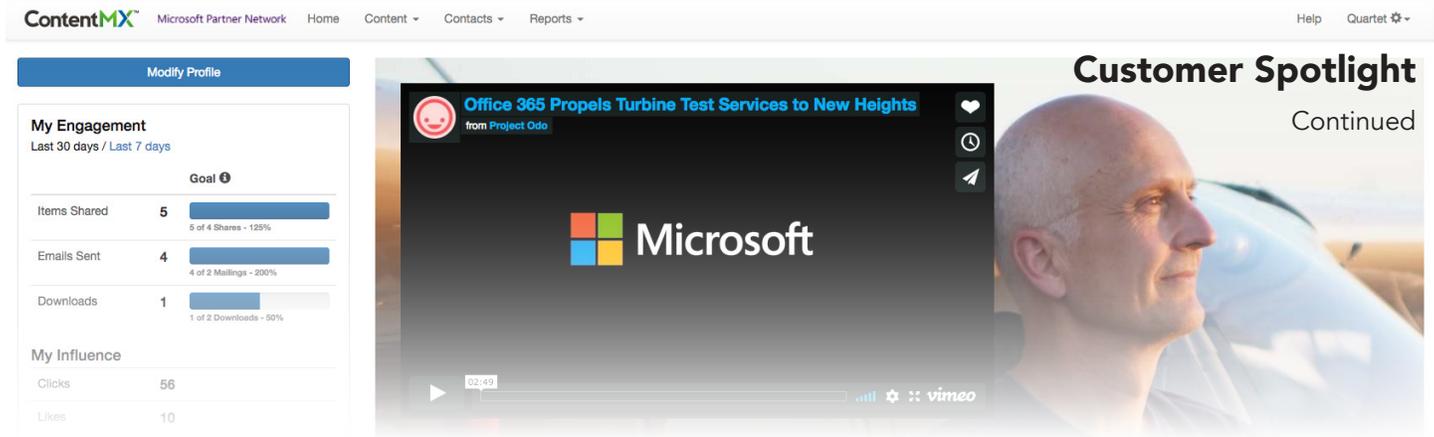
Quartet generates the bulk (70%) of its Microsoft Office profits from recurring services. But with the explosive growth of the market for web-based business apps, the company found itself having to work harder to compete for mindshare as the MSP most qualified to help customers standardize on Office 365.

Quartet has long been a believer in the power of content marketing to nurture customer trust and influence buying decisions. For years, the firm has made it a priority to pursue ways it could work with Microsoft to develop targeted, mutually-rewarding communications to advance prospects along the sales cycle and encourage repeat business.

But with a staff of about 50 and only 1.5 employees dedicated to marketing, producing content on a consistent, timely basis was a challenge. As a result, Quartet often found themselves using patched-together authoring, review and publishing processes.

Quartet also lacked a simple and centralized way to collaborate with Microsoft, Quartet struggled to get access to relevant resources and customizable content that offered value to customers and produced leads.

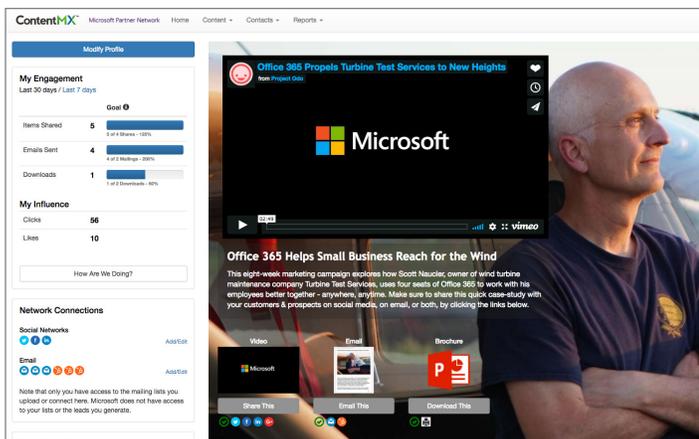
The company often had to settle for generic content that didn’t speak specifically to customers’ unique business problems and needs. Quality was also inconsistent — preventing Quartet from achieving its desired open rates and click-through results.



The Solution

The answer to many of Quartet’s marketing challenges was Microsoft’s invitation to participate in the Project Odo pilot. Developed by ContentMX, Project Odo provides Quartet with a cloud-based content marketing platform to drive the creation, delivery and sharing of timely, relevant, and customizable content in an easy to use authoring environment. By centralizing content marketing in the cloud, Project Odo gives Quartet the environment it needs to collaborate effectively with Microsoft and drive real leads.

Explains Norman Di Pasquale, Quartet Services Microsoft Lead, "Customer engagement with Microsoft content and our brand has increased rapidly since we started the Project Odo pilot. We’ve been able to initiate new contacts and awaken old leads who are now interested in learning more about our relationship with Microsoft. We expect the opportunities created by this collaboration will lead to a good amount of new sales."



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The Results

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Says Di Pasquale, “This new partner communication platform has given us a more disciplined approach to our marketing. The cadence of our interactions with customers is much better — which is important for keeping us top of mind with customers and prospects. By letting us set a schedule for what we’re going to publish and when, and prescribing the execution of that schedule, it’s eliminated a lot of stress.”

With the ContentMX platform and Microsoft-powered content in-hand, the quality and engagement value of customer-targeting, particularly on the Office 365 story, has also improved — a win/win for Quartet and Microsoft.

Di Pasquale says the ContentMX content marketing environment is the most powerful he’s seen from any vendor — particularly in respect to its collaborative capabilities and the sales opportunities it drives. Already, Quartet is seeing great open rates for Microsoft-produced video clips. And, the platform’s analytics functions enable easy content and performance tracking — an advantage for defining ongoing content strategies.

Going forward, Quartet sees the ContentMX and Project Odo offering as one of their top marketing tactics to drive more leads into the sales pipeline. The ContentMX content marketing solution gives Quartet repeatable, best practices-driven communication processes to proactively address customer demands — and the collaborative relationship with Microsoft it needs to effectively communicate the depth and breadth of its Office 365 services.