



CUSTOMER SUCCESS

PARTNERDEMAND SERVICES HELPS MELILLO CONVERT MARKETING QUALIFIED LEADS INTO NEW SALES OPPORTUNITIES

THE CUSTOMER

Melillo Consulting is a technology solutions integrator with over 30 years of experience providing IT know-how to midsize and enterprise companies. Melillo specializes in infrastructure and data center solutions, IT and business service management, automation, application lifecycle management, mobility, project and portfolio management, operational intelligence, security solutions, and the software-defined data center. Melillo continues to provide valuable solutions and services to its customers and maintains a long-standing reputation as an experienced and trusted IT resource.

THE CHALLENGE

Like many solution providers, Melillo Consulting is responsible for managing multiple vendor relationships, their products, messaging, and market development funds (MDF) requirements. Understanding challenges in these areas is the only way to effectively deliver the services and solutions partners need.

Melillo Consulting began to ramp up their second-half marketing campaigns and looked to PartnerDemand Services to assist with the following obstacles:

- ✓ **Partners have limited time and resources** and most need outside help to achieve business objectives.
- ✓ **Partners need ROI to justify marketing time and efforts** but don't always have the marketing skills or the results to put money back into a digital strategy.
- ✓ **Planning, budgeting, and tracking MDF is complex** and many partners struggle to utilize funds for successful marketing efficiency and growth.
- ✓ **Creation of compelling, custom content requires expertise** that communicates solutions in compliance with MDF guidelines and brand requirements, but some partners may lack the proper resources to do so.
- ✓ **Creation of end-to-end marketing campaigns is complicated** and requires a digital strategy that offers a complete understanding of the buyer's journey, performance metrics, and continuous evaluation of data-driven knowledge and analytics — often more than the partner can take on alone.

Challenge

Convert existing MQLs into new sales opportunities

Solution

Develop a reengagement strategy through an end-to-end marketing campaign to support previous marketing initiatives and deliver closed-won business

Results

Generated **15** additional telemarketing conference call appointments

100K impressions generated through digital advertising

Expected ROI – **\$2.25 Million**

THE SOLUTION

Melillo looked to **PartnerDemand® Services**, its trusted advisor, to find solutions to drive better business outcomes — faster and more efficiently.

- ✓ **Shared/extended resources** – PartnerDemand Services became an extension of Melillo's internal team, fulfilling the need for more manpower while freeing up resources so Melillo could focus on its business objectives.
- ✓ **Increased ROI** – PartnerDemand Services helped optimize outcomes and return on investment with weekly progress updates, proof of performance, and campaign metrics.
- ✓ **MDF Navigation Assistance** – PartnerDemand Services used its project management expertise and close relationship with Hewlett Packard Enterprise (HPE) to ensure the campaign hit its delivery date — and that MDF submissions were on time for review and reimbursement.
- ✓ **Content Marketing Expertise** – PartnerDemand Services worked with HPE to approve custom partner marketing campaigns that aligned with HPE goals to develop custom content and turnkey marketing campaigns.

HOW PARTNERDEMAND SERVICES SOLVED THIS PROBLEM – Campaign Components

PartnerDemand Services deployed a nurture campaign utilizing custom content to propel leads generated from the previous Blitz campaign, pushing them down the pipeline into sales.

Assets created:

- | | | | |
|-----------------|------------------|--------------------|---------------|
| ✓ 1 White Paper | ✓ 2 emails | ✓ 1 checklist | ✓ 1 banner ad |
| ✓ 1 infographic | ✓ 2 social posts | ✓ 1 2-minute video | |

Engagement Drivers:



Display Advertising
Campaign (100K
impressions)



Telemarketing
Conference Call
Appointments (15)



Use of previous MQLs
from HPE SimpliVity
Blitz campaign

“We are incredibly happy with the quality of our campaigns and love working with PartnerDemand.” – **Dan Sytsma** – President of Melillo Consulting

ABOUT PARTNERDEMAND SERVICES

As a full-service marketing agency — and part of The Channel Company, publisher of CRN, the No. 1 source for IT Channel news, analysis, and insight — we understand the challenges facing partner and vendor ecosystems better than anyone. That's why we've been able to deliver groundbreaking results for our clients for over 35 years, driving strong ROI from MDF spend.

TRANSFORM. AMPLIFY. ACCELERATE. OPTIMIZE. DISRUPT.

Scale your marketing, drive greater demand, and maximize your investment.

Contact PartnerDemand® Services today:

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