

# CASE STUDY

## MARKETING CHANNEL LEVELED UP

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How Hewlett-Packard made its marketing channel simpler and more powerful in one punch



BRINGING ENGAGEMENT TO LIFE

## EXECUTIVE SUMMARY



Struggling with a homegrown marketing channel system that was getting in the way of strong connections and partner satisfaction, Hewlett Packard (HP) turned to Marketing Bridge for a turnkey solution that modernized and personalized delivery of marketing materials, provided telemarketing services, and allowed for better management of market development funds. After an initial pilot resulted in the doubling of partner involvement in the channel, HP rolled out Marketing Bridge nationally as their preferred partner marketing platform. This resulted in a 500 percent increase in the number of orders processed via Marketing Depot, a 250 percent increase in the amount of materials/assets made available for partner use, and a doubling of active partners. It also resulted in significant savings for HP, which was able to reduce its core staff by two full-time employees.



“I don’t have any qualms in saying our relationship with Marketing Bridge has been the best experience I’ve ever had in all my years at HP, by far.”

*PartnerONE Demand Generation Manager, HP*

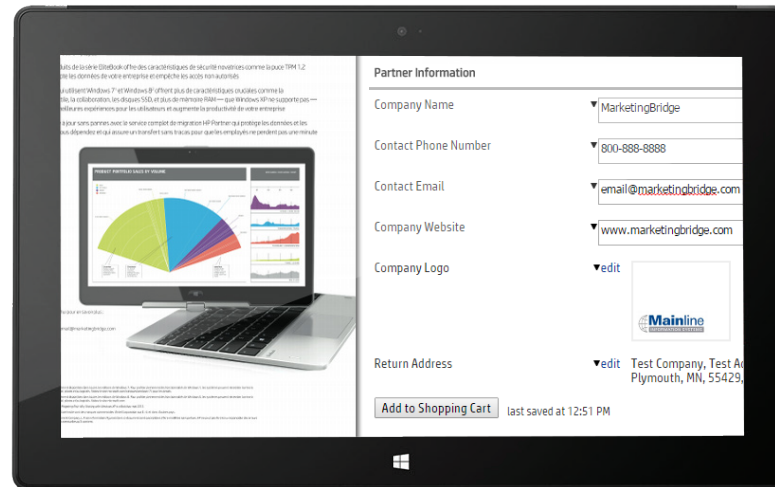
## THE SITUATION

Hewlett Packard (HP) provided their channel partners with marketing materials to assist local marketing. The homegrown system HP used had some serious drawbacks: it didn't allow for significant co-branding and customization, it required partners to implement marketing campaigns on their own with HP assets, its asset library was difficult to search and navigate, and the system itself wasn't connected to their market development fund administration. This complicated administration of these funds for both HP and their partners. This resulted in lower-than-desired channel involvement by partners, and higher-than-desired administrative costs for HP to operate the system.

## THE SOLUTION

Gage first implemented its Marketing Bridge platform as a test in a small HP division. Marketing Bridge provided:

- dynamic access to digital assets based on partner profile
- ability to customize an array of digital, print and telemarketing assets and deliverables



- automated deployment by partners with no physical involvement
- robust reporting and analytics for HP
- dramatic administrative cost reduction

## THE SOLUTION (CONT.)

### Automated marketing programs:

- customizable, print-on-demand marketing materials
- localized email campaigns
- microsites and landing pages
- list building / list purchase
- telemarketing and data services
- lead generation / lead nurturing services

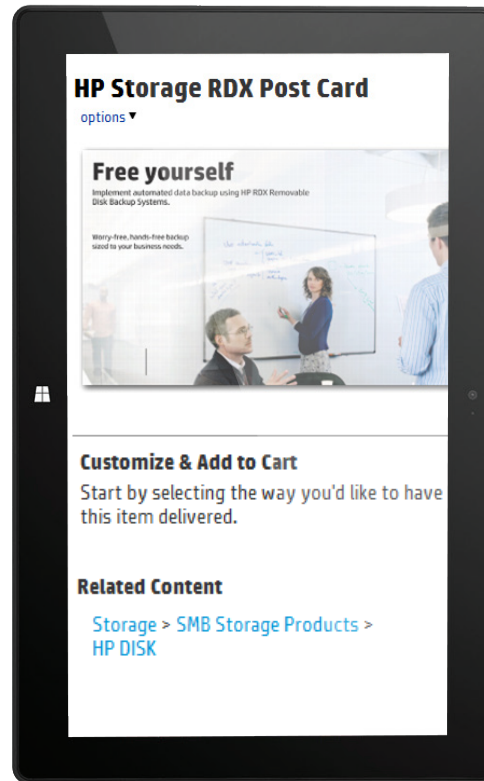
“The collaboration, commitment and professionalism were second to none – and the camaraderie and rapport among our teams was cherished.”

*Channel Marketing professional, HP*

### Programs executed:

Targeted promotional fund programs (on a monthly/ quarterly basis):

- target funding of permission-based multi-channel campaigns
- ongoing training and education for expanding partner user-base
- integration with HP-specific programs and processes to improve data accuracy, responsiveness and the user experience
- robust reporting and analytics to monitor and optimize partner participation



## IMPACT

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The results were dramatic: use of the platform increased by more than 100 percent, and partner satisfaction rose. Internally, HP support time dropped due to the administrative functionality of Marketing Bridge and the Marketing Bridge engagement team. Based on these results, HP chose to roll out Marketing Bridge nationally as their preferred partner marketing platform.

## RESULTS

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### Increased volume and participation

**500%** Increase in the number of orders processed via Marketing Depot

**250%** Increase in the amount of materials/assets made available for partner use

**2X** Number of active partners



## SAVINGS

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- Marketing Bridge's efficient management and coordination of both operational and campaign support needs translated into a significant time and cost savings for HP, allowing HP to reduce their dedicated team by two FTE's
- Marketing Bridge's ability to manage the allocation of co-marketing and promotional funds for HP partner programs resulted in HP securing and distributing a nearly three-fold increase in motivational co-marketing funding.



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by Gage



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Gage is a marketing agency that combines marketing strategy, smart content and innovative technical platforms to drive consumer and channel engagement.

We go beyond web design to create engagement platforms of custom learning, channel marketing empowerment, loyalty, and promotions for the world's leading and emerging brands.