

# PARTNER MARKETING



Case study **COOLSPIRiT**

## THEIR CHALLENGE

COOLSPIRiT provide data management solutions to protect business data; they design, deploy, project manage and support their clients enterprise data solutions. They required an experienced marketing resource to own and manage marketing activity on their behalf and provide an end to end service, taking complete ownership of the planning, tactics and reporting of a co funded marketing campaign they were executing with one of their key vendors.

## OUR SOLUTION

We provided a team of marketing specialists to support with strategic best practice and experienced marketing execution. Working on an outsourced model we took complete ownership of the campaign including accountability for the planning, sales relationship, project management and reporting. Our solution included:

Planning – Developing a campaign plan to share with the vendor to gain funding, a project plan and budget.

Working with stakeholders to develop campaign messaging.

Project Management – Of all third-party suppliers, creation and distribution of marketing tactics, data segmentation and selection then budget tracking and approval

Results analysis – Reporting and preparing results review to support vendor MDF claim

## BENEFITS

- ✓ Senior level support to define strategic direction and plans
- ✓ Self managing marketing resource to develop campaign plans and tactics with support in execution and results
- ✓ Multi tactic campaign aligned with COOLSPIRiT and vendor marketing objectives
- ✓ A best practice frame work to help with the creation of future campaigns

### YELLOW SPIDER SERVICE

- Marketing planning
- Vendor liaison
- Project management
- Results reporting
- Best practice improvement

“The experience, service and support offered by Yellow Spider was invaluable in delivering our Commvault focused marketing projects.”

*Alex Raben*  
Brand strategy manager  
COOLSPIRiT

### Contact us

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