



Objective

LPA had previously integrated IBM Co-Marketing support into its direct and digital marketing efforts. In 2017, the firm transitioned to an industry-focused marketing model to more closely align to the sales structure of IBM, while also increasing focus on its offering webinars – one of its primary marketing tools.

Approach

LPA now uses the IBM Digital Content Marketing platform to develop targeted, industry-specific messaging for its webinar program. And IBM Co-Marketing funds help the firm augment its webinars with demand generation events and targeted multi-touch campaigns.

Benefits

Together with IBM, LPA improved the visibility of its business, offerings and webinars. And by aligning with the industry-specific models of IBM, the firm can better match content to a potential customer's unique interests and needs.

Results

~100,000 new views
each year for the firm's various
product and service webinars

100 – 150 registrations
on average for each live webinar
recording

**Improved competitive
standing**
by aligning with IBM industry
marketing models and
development plans

LPA Software Solutions boosts its profile with IBM Co-Marketing support

A 2017 Beacon Award finalist, IBM Platinum Business Partner LPA Software Solutions specializes in the development and distribution of business analytics, big data, information management, data warehousing and financial performance management solutions. The business, founded in 2001, caters to a broad range of customers, including Fortune 500 companies as well as small firms with fewer than 50 employees.

Campaign Highlights

- Used the IBM Digital Content Marketing platform to boost webinar visibility and drive increased view traffic
- Attended an IBM Digital Content Marketing workshop that helped refine marketing plans to make industry offerings more visible
- Employed IBM Co-Marketing funds to expand upon the success of its webinars through demand generation events