



“From my perspective, the Advanced Digital Marketing Workshop was extremely valuable to the KPI marketing team. The content of the workshop validated some campaign strategies I have used and introduced new tactics to strengthen the number of valuable opportunities we strive for.”

—Lori Cohen, Manager, Marketing & Communications

Business challenge

KPI had two main goals to improve customer engagement: the company was redesigning its website to be more creative, informative, valuable and engaging. Further, management also aimed to increase click rates for campaigns and landing pages.

Transformation

The company designed a cloud campaign and introduced new elements. KPI hired a writer to make its content SEO friendly, thereby improving Google searches, and developed a KPI Cognos Cloud campaign using ideas and suggestions from the IBM course (see kpicognoscloud.com).

Results

The company gained 25 leads from clicks on its cloud calculator, along with 4 new opportunities. KPI is currently closing a new customer account and moving its Cognos applications to the cloud.

Business benefits

25 new leads

received from clicks on cloud calculator

4 opportunities

identified

New customer account

moving its Cognos applications to the cloud

Knowledge Providers increases pipeline after Advanced Digital Marketing workshop

Since 2001, IBM Premier Business Partner [Knowledge Providers, Inc. \(KPI\)](http://Knowledge Providers, Inc. (KPI) KPI) KPI has developed a track record of over 450 successful projects in the areas of Cloud Strategies and Deployment, Business Intelligence, Planning, Analytics, Digital Marketing, and Ecommerce Optimization in Canada and the US.

IBM resources & enablement used:

- Advanced Digital Marketing workshop
- Digital Marketing Workshop
- IBM Co-Marketing
- Social media posts (LinkedIn)
- IBM Digital Content Marketing tool
- E-marketing/E-blasts
- Google AdWords
- IBM Cloud PowerPoint slide decks