



“The IBM workshop introduced us to a new kind of marketing, and the funds helped us explore that, leading to 20 percent more leads.”

—Flavio Denicolay, Commercial Manager, IGV (Ing. Gastón Verdier)

IGV (Ing. Gastón Verdier) draws new interest and drives sales with IBM Co-Marketing support

Founded in 1998, IBM Business Partner [IGV](#) provides high-end, integrated technology solutions. In particular, the company specializes in the implementation and configuration of hardware as well as the management of cloud architectures and other virtualized environments. Headquartered in Montevideo, Uruguay, the business works with several global enterprises.

Objective

An IBM Business Partner since its founding, IGV closely aligns its marketing efforts with IBM. And after participating in an IBM-hosted training seminar focused on digital marketing, the business realized that it was missing a critical opportunity to reach consumers via its web presence.

Approach

Using IBM® Co-Marketing funds, IGV strengthened its web positioning, running a number of Google ads to draw in potential customers to a newly designed landing page on its corporate website.

Benefits

Through its better-focused digital marketing efforts, IGV has driven greater interest in its website – both from existing and new customers. Altogether, the company realized a 20 percent increase in sales leads, and the more frequent page views and related communications have translated to more opportunities for cross-sales.

Results

20% boost

in new sales leads from both new and existing customers

Reactivated dormant accounts

regaining interest from former buyers who had not made a purchase for nearly five years

Increased web traffic

leading to greater cross-sales opportunities

Campaign highlights

- Used IBM Co-Marketing funds to run Google ads and drive increased traffic
- Redesigned its corporate website, creating a more compelling, attractive landing page
- Attended an IBM-hosted, two-day training seminar focused on digital marketing and lead generation