



“Digital marketing is a crucial, key way to reach new customers in targeted industries, build awareness of Cresco International...and further drive sales for 2016 and beyond.”

—Candace Taylor, Director of Marketing, Cresco International

Business challenge

Cresco International is a young company that needed to grow online socially and promote a new brand to distinguish itself. The Business Partner competes against seasonal players in a mature market.

Transformation plan

IBM resources and solutions including Watson Analytics, Co-marketing funds, Digital Content Marketing and the New Way to Work program helped Cresco enhance its marketing and sales strategy and develop a new website.

Results

Cresco is expanding rapidly with multiple locations. The company successfully promoted its new brand, grew pipeline and revenue, educated clients through IBM workshops and achieved significant ROI.

Results

70,000% ROI

on first two deals held after IBM workshop

100% increase

in Services revenue from previous year

Projected 110% growth

year over year for the next three years

55% faster close rate

over the competition with efficient sales and marketing framework

Cresco International grows quickly with Watson Analytics and IBM marketing resources

IBM Premier Business Partner [Cresco International](#) is headquartered in Dallas, Texas and focuses on technology and business management consulting services. Cresco is a dynamic company that provides advisory services in business, change management and technology in Business Analytics.

IBM resources used

- Co-marketing funds
- Digital Content Marketing (social automation)
- Innovation Centers
- IBM sales plays
- IBM Academic Initiative
- IBM New Way to Work