



“Co-Marketing has helped us to be more relevant to our customers and hold more in-depth discussions around the big topics – the subjects they actually care about.”

—Anthony Nartey, Chief Sales and Marketing Officer, Orb Data Ltd.

Orb Data Ltd. drives growth and leadership with IBM Co-Marketing

A 2018 Beacon Award winner, IBM Business Partner [Orb Data Ltd.](#) has worked tirelessly since its 1998 founding to help its customers manage their IT infrastructures efficiently and effectively. The business, headquartered in Reading, England, specializes in the delivery of enterprise management solutions and also offers related technical consulting services to customers throughout the UK.

Objective

No stranger to IBM marketing, Orb Data had coordinated with IBM to promote various marketing events it had held in the past; however, after attending a number of workshops hosted by IBM, the firm wanted to better coordinate its marketing efforts to drive lead generation and thought leadership.

Approach

Orb Data employed IBM® Co-Marketing funds to develop unified campaigns that spread across various channels, encompassing its corporate website, social media posts, blogs and newsletters. At the same time, the firm increased the frequency of its marketing events to once a quarter.

Benefits

The results were nearly immediate as potential customers began showing greater interest in the planned events. In addition, Orb Data realized a three-fold increase in its leads pipeline, representing over USD 2 million. And in the 12 months since employing the new marketing strategy, the firm closed around USD 500,000 in new business.

Results

3x increase

in its leads pipeline from greater consumer interest

> USD 2 million

in qualified leads, with USD 500,000 closing in the past 12 months

Boosted interest

and attendance for marketing events while also increasing their frequency

Campaign highlights

- Coordinated multi-channel campaigns, spanning social media, blogs and newsletters
- Redesigned key web pages to capture customer interest and direct visitors to company events and webinars
- Shifted messaging to align with a service- or partner-based approach