



“IBM DCM made launching social and email campaigns very easy. We could quickly identify ready-to-use materials and customize them with our own company messaging and contact information.”

—Imran Khan, Business Head, Techjockey

Techjockey generates new sales with IBM Digital Content Marketing and co-marketing support

Established in 2008, IBM Business Partner [Techjockey](#) delivers best-in-class, industry-specific solutions to its customers in almost every business vertical. With its driven and highly dedicated sales personnel, Techjockey aims to be the preferred one-stop IT solution provider for consumers across India.

Objective

Techjockey wanted to introduce its IT solutions to a previously untapped market – small and mid-sized businesses (SMBs). However, its existing marketing portfolio was not well suited for this segment.

Approach

The business pursued a hybrid strategy that included both digital and direct marketing tactics. For its digital efforts, Techjockey utilized the IBM Digital Content Marketing platform, taking advantage of the solution’s ready-to-use social media and email marketing campaigns. In addition, the business attended a series of roadshows that proved successful in generating interest.

Benefits

The campaigns enabled Techjockey to generate several new, qualified leads, resulting in the closure of multiple business deals. In addition, the new strategy gave the business greater understanding of the SMB market and helped keep its sales team better engaged.

Results

Reaches new customers

by expanding into the previously untapped SMB market

Boosts seller performance

by keeping sales teams better engaged

Delivers increased visibility

into market trends and expectations for small businesses

Campaign highlights

- Repositioned its offerings portfolio to better cater to the expectations of the SMB market
- Attended a series of Social Brand roadshows, which generated increased customer awareness and interest
- Leveraged the IBM Digital Content Marketing platform to incorporate innovative social media and email marketing tactics