



“DCM gave us a ready-made campaign with all the information, links and data sheets we needed; and it presented this in a very professional way—while still being catchy and attractive.”

—Marwa Helmy, Business Development Director, IBM Business Partner Nile.Com

Nile.Com creates a slick, successful campaign using IBM DCM

IBM Business Partner [Nile.Com](#) is a leading IT solutions and consulting services provider, operating in Egypt and across the Gulf region through its Cairo headquarters and Dubai branch office. The business is focused on the realms of datacenters, private cloud, public cloud, management, business continuity, productivity and unified communication solutions, as well as security across IT domains.

Objective

A longtime provider of solutions built around IBM hardware, Nile.Com wanted to develop a targeted campaign for the private sector that would focus on promoting the joint value of IBM® Power® and Nutanix technology.

Approach

The business used the IBM Digital Content Marketing (DCM) platform to launch a ready-made marketing campaign that included promotional emails, graphics and related data sheets. After the initial email blast, the firm followed up with a brief telemarketing campaign to vet and identify potential leads.

Benefits

By taking advantage of its relationship with IBM, Nile.Com added more value to its marketing practices and expanded its online presence. In addition, the company was able to better target its offerings to customers based on their needs and expectations.

Results

31 new leads

reflecting roughly USD 45,000 in potential sales

Generated interest

with a professional campaign that promoted the business and the capabilities of its solutions

Saved time

with a ready-made marketing campaign, freeing up staff to focus on leads

Campaign highlights

- Followed up on leads with telemarketing support—3 agents for 10 days
- Pulled existing content from the DCM tool to create an email campaign and launch page
- Tracked key stats from the initiative, including the number of emails opened, bounced and clicked on