



“We realized that we weren’t doing enough with digital marketing, but with IBM Co-Marketing we now have the resources needed to build an effective campaign.”

—Mariana Martinez, Marketing Manager, IBM Business Partner Sistemas aKública

Sistemas aKública builds sales and reputation with IBM Co-Marketing

Founded in 2011, IBM Business Partner [Sistemas aKública](#) develops IT solutions focused on software, integration, digital transformation and business process automation. The firm is headquartered in Monterrey, Mexico, and it engages customers throughout Mexico and the US, as well as Central and South America. Catering to disruptive business models, the company builds its offerings around innovative technologies, including cognitive, AI, blockchain, machine learning and robotic process automation.

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Objective

After reviewing competitor strategies and attending an IBM workshop, Sistemas aKública recognized that its digital marketing efforts needed strengthening. Previously, the firm had relied solely on email interactions; however, these efforts were not gaining the level of traction that the firm desired.

Approach

Taking advantage of IBM Co-Marketing funds, the firm launched a digital inbound marketing campaign that tied together social media, email and search engine optimization (SEO) efforts. In addition, Sistemas aKública staff increased their participation in IBM-hosted and IT-focused expos and events to build stronger industry relationships.

Benefits

Thanks to its newly launched digital marketing efforts, Sistemas aKública generated several new leads, which it converted into sales. And its increased presence at industry events as well as its SEO efforts have helped to increase the firm’s public profile.

Results

Increased sales

and generated several leads through a new marketing stream

Simplified digital campaign creation

with an updated format that can be repeated in future sales cycles

Boosted reputation

by highlighting its ongoing relationship with IBM

Campaign highlights

- Coordinated with a local publicity agency to draft thought leadership pieces for distribution through social media and email
- Purchased Google ads and adjusted digital marketing efforts to increase visibility in search results
- Built campaigns to spotlight the IBM relationship and use of IBM Watson and IBM Automation Platform for Digital Business technology