



“We are focusing on certain key markets and our aim is to provide the best IT Solutions. Our co-operation with IBM secures the optimum quality on the design and implementation of every proposition.”

—Dimitris Sourmelidis, Sales Manager, IBM Business Partner Cosmos Business Systems

Cosmos Business Systems drives growth and awareness with IBM

Founded in 1988, IBM Business Partner [Cosmos Business Systems](#) specializes in IT and Telecommunications solutions. Cosmos delivers a broad range of turnkey services, software and consulting solutions, focusing predominately on mid- and large-scale corporations, banks, communication service providers (CSPs) and public agencies.

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Objective

A long-time IBM Business Partner, Cosmos wanted to boost its sales performance by better targeting its marketing efforts. At the same time, the firm was also hoping to generate general customer awareness and demand.

Approach

Using IBM Co-Marketing funds, Cosmos launched an aggressive telemarketing campaign focused on named and new accounts. Cosmos also took advantage of the IBM Digital Content Marketing platform to develop an updated digital advertising campaign and social media posts.

Benefits

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

Results

>15 leads generated
by promoting offerings to a new pool of previously unreached customers

Boosted sales
to achieve established growth and sales targets

Created awareness
among potential customers with an expanded online presence

Campaign highlights

- Developed multi-touch marketing campaigns that newly incorporated social media and digital advertising
- Used the Digital Content Marketing tool to generate content for email and social media posts
- Launched concurrent local events to coincide with telemarketing pushes