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—Ed Meijdam, Managing Partner, IBM Business Partner DASC B.V.

Results

67 leads

generated from product events and corresponding email campaigns over a five-month period

Increased page views

and engagement rates on social media thanks to repurposing IBM-developed marketing content

Boosted brand interest

with targeted notices that let customers focus on the offerings most relevant to their needs

DASC B.V. uses marketing support from IBM to produce real results

IBM Business Partner [DASC B.V.](#) is a leading provider of software, consulting and training solutions in the Netherlands. Specializing in supporting users of the IBM® SPSS® portfolio, DASC helps its roughly 350 clients realize the benefits of data analytics. DASC uses its relationship with IBM Business Partners and clients to offer data science expertise and to enable its customers to enjoy better business outcomes.



DCM
Best Practice

Challenge

DASC is a small, lean company, so rather than having a dedicated marketing department, these tasks are instead handled as an additional, shared responsibility among staff. With efficiency being critical to improving and growing its outreach efforts, the business wanted to streamline its cross-platform campaigns. Previously, DASC managed these tasks manually — a taxing, time-consuming strategy. Or as Ed Meijdam, Managing Partner for the company, explains it, “We used to have all of these different marketing tools. We had one app for email nurturing. And another for forms. And another for our social media planning. It took us a lot of effort to coordinate across all of those platforms.”

Approach

Taking advantage of its status as an IBM Business Partner, the company now supports its customer outreach, event management, social media presence and email newsletters using the IBM My Digital Marketing tool. And in 2020 with the onset of the COVID-19 pandemic, all of its product launch events shifted to virtual productions, drastically increasing its web-based presence. Luckily, the IBM tool was also able to help with this shift.

With My Digital Marketing, DASC could enact automated user registration

confirmation emails and reminders for its events. The company no longer needed to create and manage separate registration lists. “We get automated submission forms, and they get their log-in credentials automatically, which is really nice because it saves us a lot of time,” adds Meijdam. “And for people who attended the event, we could nurture them with emails afterward.”

Benefits

DASC can now streamline its marketing efforts and empower its staff to do more in less time. “Before, planning our marketing would take so much time,” notes Meijdam. “But now I spend one day every two weeks where I schedule everything.” And the ability to reach more people easier and faster has produced increased engagement and interest. “I can see there’s a lot of traction on our website, more traction than before,” he continues. “And using My Digital Marketing is more efficient. I can see that there’s more page views, and our engagement rate is going up.”

In fact, in just five months, DASC was able to generate 67 new leads while also driving increased brand interest among existing customers.

Campaign highlights

Switched from manual client communication to automated email nurturing

Supported increased virtual events during the pandemic thanks to integrated tools

Developed webinars and activities on IBM SPSS and IBM Watson® offerings

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