



IT MARKETING PROPOSAL

THE FORMULA WE USE TO
GENERATE OVER

50,000

MSP AND CLOUD LEADS



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WHO WE ARE



TriDigital provides innovative marketing solutions for IT Service Providers globally. Our team's expertise is marketing and selling Managed Services, Cloud Services, BDR, Network Security, Infrastructure Services, and Telecom Services.

Consider us the marketing managed services providers for the managed services provider! How many times do you tell your clients to outsource their IT support to your company because you have expertise that they don't? Well, think of us as your outsourced marketing department. We have the marketing expertise that you don't, and we do it all for a flat monthly rate. You can focus on what you do best (providing managed services, IT support, etc) and we'll focus on bringing you more qualified leads.

Over the past decade, we have executed thousands of marketing campaigns and have closed more than 50 million dollars in managed services and cloud services contracts. We leverage all of that experience to provide customized marketing solutions that help you achieve results from your business marketing.

OUR TEAM

GIOVANNI SANGUILY

CEO & Co-Founder



Marketing & Sales Strategist with an MSP background. I've helped IT Service Providers worldwide close over 50 million dollars in MSP and cloud contracts. I'm here to help you generate leads and close more sales.

RICHARD PETTIS

EVP & Co-Founder



Multidisciplinary designer & video editor with an eye for perfection and innovation. My goal is to bring out the very best of a company's image.

JOSEPH MENDOZA

Director of Web Development



Technology junkie and web developer with a knack for creating order out of chaos. I'll give you the best website in the industry.

ADRIAN CUE

Executive Marketing Consultant



Extensive background in MSP sales and marketing strategy development with hands on tactical solution sales and advertising ability. Leverage my experience to drive business to your company.

DEBBIE DRAGON

Director of Content Development



Content writer, author and entrepreneur with a technology background. I turn words into profits for the companies I write for.

RAFAEL SANGUILY

Business Development



Business Development & Sales Strategist with an MSP and Cloud background. I've built and managed sales teams in excess of 20 million dollars and helped IT Service Providers worldwide close over 30 million dollars in MSP and cloud contracts.

JORDEN ROPER

Creative Copywriter



Professional copywriter and singer/songwriter. I specialize in creative blogging and simplifying difficult topics.

RACHAEL WINFREY

Corporate Brand Manager and Graphic Designer



Professional graphic designer and video editor and animator. Your company has something unique and I want that to show.

JASMINE CUE

Project Coordinator



Extensive background in all aspects of project management and administrative support. I will be your point of contact and ensure your project is running smoothly from beginning to end.

BRIAN BYLSMA

Graphic Designer



Professional graphic designer and artist with a wide variety of skills. I want to bring something new to your company and help you stand out.

ADRIANA SANGUILY

Accountant



Certified Accountant, Photographer, Holistic Mom, and a Marketing Lover. I'm in charge of the numbers. If you have questions about billing, then I'm your gal.

WHAT WE DO



CONSULTING

We'll act like the virtual VP of marketing for your business and leverage our 60 combined years of IT marketing experience to design a marketing strategy that will get results. During your consulting sessions, you'll see the analytics for all of the various marketing elements we provide. We'll even help you understand what all the numbers mean – so you can understand why we change things proactively to increase conversion. That way you can stop wasting time on things that don't deliver results and focus more on the things that DO give results.



CONTENT MARKETING

From your web content to ePubs or eBooks, blog posts, email marketing campaigns and video scripts – your content is created from scratch and customized to reflect who you are as a company and the needs of your target market. We spend time researching keywords so your prospective customers can find you when they're searching the 'net.



VIDEO DEVELOPMENT

Let our videos do the selling for you. We've created videos for every service you offer – so you can quickly and easily demonstrate how your technology solutions overcome your clients' problems. Your customized video will show your prospects exactly what makes your company unique and why they need to work with you. Choose from a variety of video designs (animated, whiteboard, etc) and watch how easy it is to close the deal with TriDigital's high quality, professional videos!



EPUBS AND EBOOKS

TriDigital ePubs and eBooks are like Tim Taylor's version of a marketing swiss army knife. They cover everything: online, email, direct mail, social media and video marketing in an all-in-one digital magazine design.

WHAT WE DO



GRAPHIC DESIGN

Our graphic designers can take your ideas and turn them into reality for logo designs, web designs, and marketing collateral. If you need flyers or business cards, signage for your next event, or any other marketing collateral designed – our designers make it happen.



RESPONSIVE WEBSITE

TriDigital websites look freakin' amazing on any device - and they're simple so your visitors can find information fast. We create a unique design that shows prospects exactly how you can solve their business challenges. Giving visitors what they want is the key to generating leads and closing sales. We've got MSP website development down.



MARKETING FULFILLMENT

Think of our Marketing Fulfillment Service as the solution for all the stuff you know you should be doing to promote your business - but just don't have time to do yourself. We'll keep you in touch with your mailing list with monthly newsletters and email campaigns. We'll also keep your website updated with a couple new blog posts each month.

OVERVIEW OF STRATEGY

APPROACH

(Subject to change during on-boarding call.)

TriDigital becomes your outsourced marketing department. Think of our marketing offering like you do your own managed services offering: you can get back to the details of running your business and we'll take care of the marketing.

TriDigital approaches each engagement with our clients as if we are business partners. We'll take time to understand what makes your company different from everyone else so we can use that special quality to develop a unique value proposition.

We focus on how your company solves business problems through technology, so your clients see how you can help them, instead of simply listing a menu of technology solutions. Your clients have technology issues at work that keep them from achieving their goals and focusing on their vision. We use messaging that strikes an emotional chord with clients and lets them know that it is possible for them to achieve their goals with your help.

We also aim to attract potential clients to your business that share the same business values as your company by reflecting your culture in the marketing messaging. We aren't in the business of generating thousands of useless leads who have no interest in your services – the marketing we do generates leads that convert to clients.

GIVING ATTENTION TO SPECIFIC VERTICALS

TriDigital has over 60 years of combined experience in marketing MSP and Cloud services in verticals such as: Legal, Financial, Healthcare, Education, Government, SMB, Enterprise and much more. We'll leverage our experience to create marketing content that addresses your verticals pain points so that you establish credibility and generate more leads.

INCREASING SALES VELOCITY

Our IT marketing consulting service provides your sales team with ongoing marketing support. This is not a "create-it-once-and-done" situation. We're your partner as long as you see the value in our service offering that delivers new leads and marketing opportunities for your business.

The key to achieving success with our partnership is to keep an open line of communication between our two companies. That's why we schedule monthly follow up calls after the development stage is complete, to make sure that follow up marketing efforts are going as planned. Through these ongoing conversations, we can learn what information clients are requesting so that TriDigital's marketing team may respond to those requests with customized email campaigns, case studies, whitepapers, or web content that addresses the topics your clients ask about the most.

EARNING MARKETING DEVELOPMENT FUNDS

To keep your out of pocket expenses as low as possible, TriDigital will help you maximize vendor partnerships and receive the maximum amount of marketing development funds allowed by developing

a number of co-brandable marketing materials.

These marketing materials will highlight vendor-specific solutions along with a strategy to distribute these marketing materials to a broad audience.

By doing this, we will create enough proof of performance for vendors to easily verify the marketing activity and make sure you receive the maximum amount of marketing development funds available. Further more, we will leverage our network of C-level executives across various different channel vendors to aid you in achieving more MDF dollars.

EMBRACING CHANGE

Our marketing is the best available in the IT industry, but marketing is not magic! The key to achieving success is in the analysis and interpretation of marketing data. When you know what marketing methods are working and which ones aren't, you know where to focus your efforts. When there is no analysis of the marketing data, businesses waste time and money on marketing that doesn't generate results. TriDigital measures the results of our marketing efforts and is prepared to make changes based on those results. We will remain open to change for the better and let numbers outweigh opinions.

THE KEY TO OVERALL SUCCESS

In order for our partnership be successful, we need to work together effectively – that is the only way that we will begin generating leads and realizing ROI. Communication is crucial. We share all of our experience with you so we can solve your qualified lead generation issues. We also need to leverage all of the experience that you have and analyze what has worked for you in the past. When we partner

OUR CLIENTS

We have had the privilege of working with top Fortune 100 organizations in the IT Channel as well as IT Service Providers of all sizes all over the world. Our IT Service Provider clients range in size from \$250k a year all the way up to \$200 Million a year with target seat sizes of 10-50 users and 100 -1000+ users.

Our clients are listed below; many of these firms have multiple offices and have been successful with the utilization of our services.

VENDOR CLIENTS:



MSP CLIENTS:



WHAT THEY'RE SAYING

"They have a great design team, excellent process, and a fantastic marketing solution. We will now be developing Digital Playbooks for all of our products and services in 2013. We recommend their service to anyone in the channel looking to improve their marketing efforts."

- **Ingram Micro**

"We love our new website - it's truly unique and effective in allowing clients to get the information that they need. The email marketing has received an excellent response as well. We love both the design and the content of the emails, and our 10,000 customers love it too, based on how they have responded."

- **Steven Bennet, CEO, ProOnCall**

RESPONSIVE WEBSITE



PLAN



TriDigital will develop a responsive website to highlight the factors that differentiate you company from the IT services that competitors offer.

The website that we create for you targets your specific clientele with messaging that addresses the general pain points that business owners face. Not only can website visitors use the website via any mobile device, but it will also include marketing videos for each solution you offer and compelling, uniquely written content to increase conversion rates. Additionally, your new website will include a custom "About Us" video, an eBook (available for download), an ePub (available for download), your blog, and your contact info.

MARKETING APPROACH



We will create a website that is unique and responsive. The website will allow prospects to access the information they are looking for easily and quickly, and it will induce curiosity by using emotional appeal.

RESPONSIVE WEBSITE



HOSTING

We take care of hosting. We provide daily backups, 24/7 monitoring, and CDN.



CMS ACCESS

WordPress admin access to your website for on demand customization.



CONTENT DEVELOPMENT

Our writers will develop unique, search engine optimized content for all of the services you offer.



COST SAVINGS CALCULATOR

Your responsive websites will include a managed services ROI calculator to help your clients see the financial value of your services.



MARKETING SUPPORT

Unlimited access to our team of experienced IT marketing professionals.



MOBILE RESPONSIVENESS

Your responsive website can be viewed easily on any mobile device.



VIDEO INTEGRATION

Videos can be embedded directly into your responsive website. Videos have been shown to increase sales conversion by about 30% over sites with just text content.



ANALYTICS INTEGRATION

On demand visibility and reporting of your marketing videos performance.



SECURITY

We use WPengine for our web hosting service. WPengine has tools for vulnerability scanning (both internally and externally) and contracts with two highly regarded security firms for auditing and remediation. Websites are backed up daily to ensure that no information is lost.

- SAAS 70 Type 2 Certified Data Center
- Located In Austin, TX
- Daily Backups
- 24/7 Security Monitoring
- Dedicated Only to WordPress Sites
- All Plugins Go Through a QC and Security Screening Process



TECHNOLOGY

We will use WordPress to create your new website since it is highly user-friendly and makes SEO optimization easy. The website will be hosted through WPengine.

EPUBS AND EBOOKS



Wish you could find one piece of marketing collateral that covers all of your services and presents it through multiple marketing streams? A TriDigital ePub is exactly what you need! It covers everything: online, email, direct mail, social media and video marketing in an all-in-one digital magazine design. The WOW factor alone will blow the socks off your prospects. You'll set yourself apart as the expert in your industry with informative articles that are sure to help your prospects overcome their business challenges with a spotlight on your services.

Here are 3 quick ways you can use an ePub to generate leads in 90 days:

- Send the link to your ePub to everyone on your contact list.
- Get your ePub printed and have your engineers and sales professionals leave it with your clients when they go on-site.
- Simply show it to your associations and see how eager they are to send it out to their members!

DIGITAL PUBLICATIONS



MARKETING APPROACH

Each quarter, you have a choice for an ePub:

We create ePubs which can either be a eBook (four 500 word articles on a single topic, best used for lead generation) or a digital magazine (three articles and three ads which is better used for MDF). Alternatively, we can also create a catalog, which is a description of all of your services.



PLAN

Your ePubs are used to establish credibility and as an item to trade for the contact information of potential clients. You can distribute the ePub via email, social networks, or any other way of your choosing – that way, you can easily provide potential and current clients with information about your services and reinforce your company image. You can also print them out to leave behind when visiting prospective clients.



VIDEO INTEGRATION

Videos can be embedded directly into your ePub.



ANALYTICS INTEGRATION

Once you've distributed your ePub, you can utilize on-demand reporting of its performance.



CREATIVE CONTENT

Our writers will develop compelling content to highlight your services and the qualities of your company that set you apart from the competition while providing readers with useful information to their businesses.



UNLIMITED CHANGES

If you'd like to make a change to the content or images included in your ePub, we'll do it!



PROFESSIONAL DESIGN

Our graphic designers will create an aesthetically pleasing design that focuses on your company image.

MARKETING VIDEOS



A single minute of video is worth 1.8 million words – why take the time to write all of that when you can make a greater impact from one minute of video? More importantly, do you REALLY think your customers will take the time to read a wall of text? (Hey...are you even reading this?)

We understand your need to showcase your strengths, and we use our creative abilities to create the perfect video presentation for every service you offer. Watch how easy it is to close the deal with our high-quality, professional videos!

We'll slap your logo over every video with an animated video bumper and give you a personalized, branded call-to-action for lead generation. We're wasting words right now – eliminate your sales challenges by utilizing our marketing videos!

MARKETING VIDEOS

TriDigital will create one custom video to reinforce your theme from a marketing perspective. Also, you'll have access to our extensive video library for additional resources to showcase the services you offer for each of the verticals.



PROFESSIONAL DESIGN

Our talented graphic designers will develop visuals for your customized video. The video will include an original animation with your logo to introduce your videos and will feature your logo throughout the video for branding purposes.



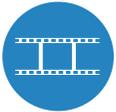
SCRIPTING

Our content writers will write the script for your customized video with the aim to make your company's services irresistible to potential clients. The script will include a powerful call-to-action to end your marketing video on a strong note.



STORYBOARDING

Our design team will create a storyboard for your video to organize the content in the most compelling way possible – that way, your services are set apart as the superior choice in the minds of potential clients.



POST-PRODUCTION

After the production process is complete, our design team will edit your video to perfection.



HD RENDERING

Your final product will be a high-quality HD video.

Not only do you get a personalized marketing video – you also get the opportunity to utilize our video library and brand any videos of your choice

MARKETING FULFILLMENT



Think of our Marketing Fulfillment Service as the solution for all the stuff you know you should be doing to promote your business but just don't have time to do yourself. This marketing solution is perfect for people who set up a blog but never posted an article... or who have thousands of names on an email list but never get around to sending out an email or newsletter. (You know who you are!) Actually, even if you didn't get THAT far, and you only thought about setting up a blog or sending emails and newsletters – we'll make sure it happens consistently, every month.

We'll help you optimize your website for search engines, connect with your prospect lists through newsletters and email campaigns, become the expert in your industry with informative blog posts - and we'll set it all up to automatically update your social media pages. Bottom line, we'll ping your prospects until they're knocking on your door to buy your services.

FULFILLMENT



MARKETING APPROACH

We will create two blog posts per month, a monthly newsletter campaigns, and a solution-specific email campaign every month. We will also build campaigns for company events. Additionally, an inside marketing campaign strategy will be included.



PROFESSIONAL DESIGN

Your emails and newsletters will present your content in an appealing way and will be designed to properly format on any device – that includes mobile phones!



ANALYTICS

With our fulfillment services, you can access on-demand reporting for your website, email, newsletter, and video performance.



SEARCH ENGINE OPTIMIZATION

We will optimize your website for search engine success based on the latest SEO rules and regulations.



LIST MANAGEMENT

Website opt-ins and form submissions will automatically feed into your email marketing list – that way, you can be proactive about keeping your list up to date!

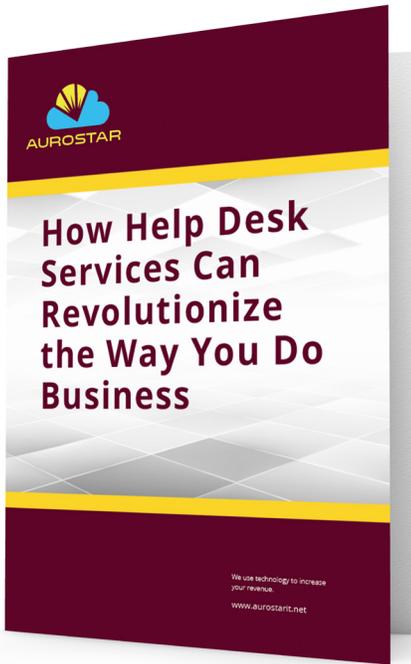


CUSTOMIZED CONTENT

Our team of writers focus on your company's strengths to create unique content for your website, blog, newsletters, and email campaigns.

CORPORATE BRANDING AND GRAPHIC DESIGN

Need assistance with an aspect of your marketing that you haven't seen listed yet? Chances are, we can help! We'll create whitepapers and content, develop PowerPoint and proposal designs, and help you rebrand. We can even help you with logo designs and business card designs, and more!



Here are some examples of things we've designed for our clients in the past:



WHITEPAPERS



LOGO DESIGN



PROPOSAL DESIGN



BUSINESS CARDS



POWERPOINT DESIGN



FLYERS



EVENT SIGNAGE

CONTENT MARKETING



SEO AND CONTENT MARKETING

“Content is King”. You’ve probably heard or read this phrase a number of times already when it comes to your online presence. Everything you do requires content – from your website to your blog to your marketing collateral and videos. Our writers will help you find the words to describe what you do in a way that your prospective clients can immediately see the benefits they receive when working with you.



MARKETING APPROACH

Your writers will research potential keywords your prospective customers are typing into Google and use them strategically throughout your website content. Your website will include the Yoast SEO plugin so each page of the site is individually coded with keywords, an seo title field, and a meta description.

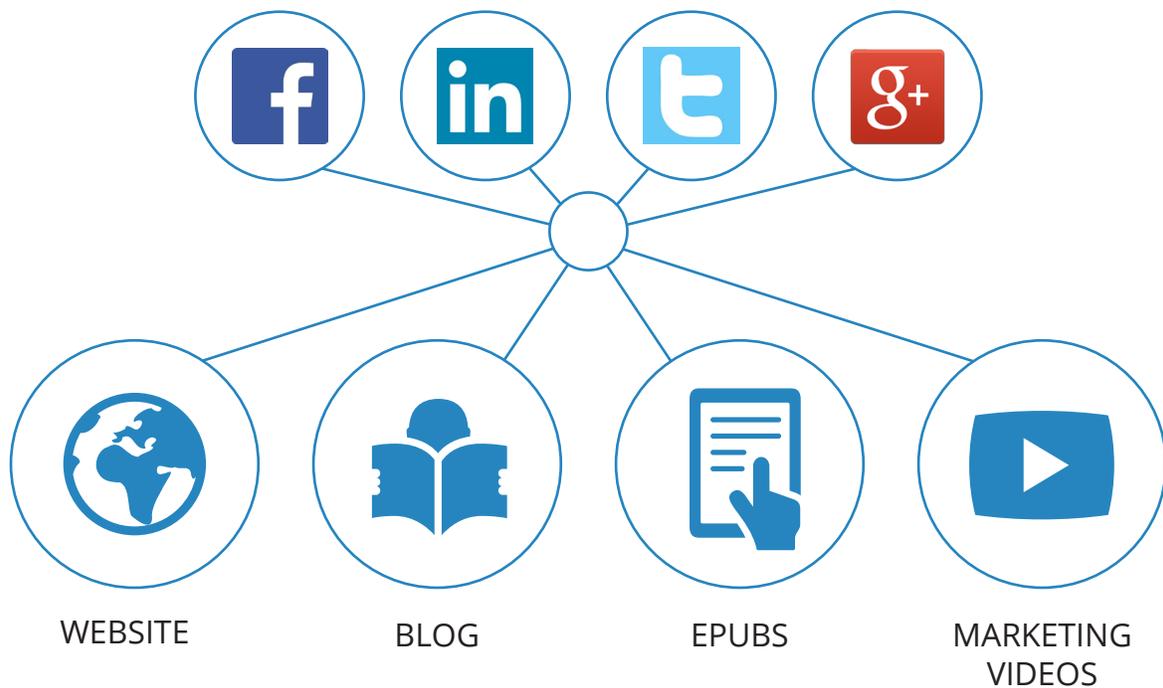
Additionally, when your blog posts are published, they will feature keywords and links back to appropriate pages on your website to help direct search engine traffic to fill out your contact form.

SOCIAL MEDIA SYNDICATION

So, now that you've got all of the marketing content that you need - how can you distribute it? You're already using your website, handing out content in person, and emailing clients. However, there's one additional outlet that you should utilize: Social networks!

MARKETING APPROACH

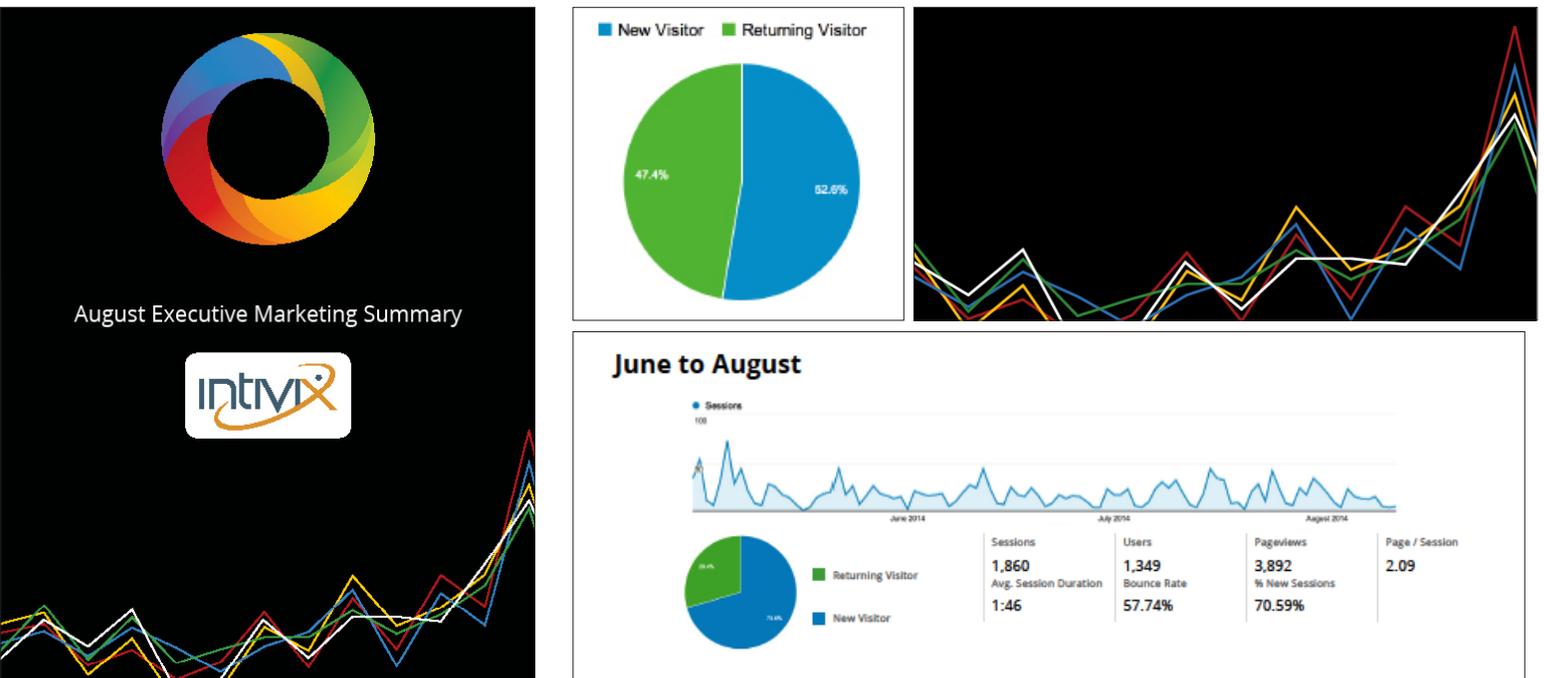
We'll help keep your social media sites updated with automatic updates from the blog posts we publish for you. You can continue using your social media sites to generate interest, build relationships, and answer questions from prospects.



DELIVERABLES WITHIN THE FIRST 12 MONTHS

- ✓ 1. A custom, state of the art mobile responsive website.
- ✓ 2. Branded videos for most of the services your company offers in your preferred style. (Based off of our existing premade video library)
- ✓ 3. 1 custom marketing video to show off what makes you unique; developed to include a design, scripting, storyboarding, post production, and HD rendering.
- ✓ 4. A professionally designed eBook every quarter to help you grow your prospect list and increase your credibility with new C-level executives.
- ✓ 5. 20 blog posts per year that are synced to your social media accounts.
- ✓ 6. Search engine optimization and management of your online marketing assets.
- ✓ 7. Newsletter and email campaign design and execution every month that is directed to C-level executives.
- ✓ 8. On-demand visibility and reporting of your marketing analytics.
- ✓ 9. Monthly consulting call to discuss marketing strategy and analytics – we'll change gears as needed and focus on what works.
- ✓ 10. Marketing collateral as needed, including business card designs, whitepapers, flyers, and proposal designs.
- ✓ 11. Strategic consulting on a monthly basis to insure effective marketing and desired conversion rates.

ONGOING CONSULTATION



Using all of the marketing tools at your disposal is a great idea, but – at the end of the day – you need to make sure that you continuously take a proactive approach to your company’s marketing strategy.

We’re here to help! Our marketing consultants make sure you achieve long-term success by evaluating your business and developing a unique, creative way to showcase your business’ best qualities. We market YOU, and all that makes your business unique.

As a company, we have 60 years of combined I.T. experience. Leverage our experience to give your company a competitive edge and market yourself in the most effective way possible!



MARKETING APPROACH

We take an active role and hold ourselves accountable for making sure you execute your marketing strategy so you achieve the desired results. Our consultants will contact you regularly to review your leads, review your campaigns, and review your website. Then, they will examine your analytics and suggest any necessary changes based on the results.



Case Studies 2014





Pro OnCall Technologies Telecommunications and IT Service Provider

**Why 10,000 Customers Love Their Marketing
Just as Much as They Do!**

INTRODUCTION

We're an IT and Voice solutions company with over 70 years of experience in the industry. We support over 10,000 private and public sector customers – from small businesses with 5 employees to enterprises with thousands of users in locations across the country. Our clients represent every major industry vertical and business model. They depend on our proven expertise to implement industry leading IT and Voice solutions that keep them competitive.

CHALLENGES

Before we partnered with TriDigital Marketing, we didn't really have a marketing plan at all. We didn't have anyone onsite whose primary focus was marketing, so those tasks got pushed aside and moved down on the priority list. We have a large base of customers, but we weren't maximizing our reach and communicating with them like we should have been.

ON-BOARDING CALL

To say that we were impressed with how knowledgeable everyone at TriDigital was about the IT industry would be an understatement. They understood my specific challenges as an Telecommunications and IT service provider and put a tailor-made plan together to make sure that our marketing goals could be achieved.

THE SOLUTION

We love our new website – it's truly unique and effective in allowing clients to get the information that they need. The email marketing has received an excellent response as well. We love both the design and the content of the emails, and our 10,000 customers love it too, based on how they have responded.

OUR RESULTS

So far, the results have been excellent. The team at TriDigital Marketing really knows the ins and outs of the IT industry – as a result, they're able to understand our specific needs and act accordingly. I'm highly doubtful that we would be able to receive that level of service anywhere else.

RECOMMENDATIONS

We recommend TriDigital services wholeheartedly. We have seen amazing results, and we know that those results are due to the fact that the creative team at TriDigital Marketing is unmatched. We would encourage any company wanting to gain leads and revolutionize their marketing to partner with TriDigital.

NUMERIC RESULTS

Total Online Visits - 1,177

Total Video Plays - 121

Total Ebook Readers - 50

Combined Average
Open Rate - 33.55%

Combined Average
Click Rate - 18.52%

Total Unique Warm
Leads Generated - 342

Total Form Submissions
For Appointments - 10

"We love both the design and the content of the emails, and our 10,000 customers love it too, based on how they have responded."

- Steve Bennet,
CEO





Intivix MSP and Cloud Service Provider Based Out of San Francisco, California

How They Received So Many Leads They're Turning Down Business

INTRODUCTION

Intivix is a full service IT outsourcing company and managed service provider based in San Francisco. We partner with small and medium-sized businesses that are looking to increase their profitability, improve efficiency, and use technology in the most effective ways. We have also become the first certified vendor for MaaS360, a mobile device management company recently purchased by IBM.

CHALLENGES

We had invested in HubSpot marketing automation platforms to perform our own marketing internally. However, managing our own marketing while servicing clients, running sales calls, and generally working on the day-to-day operations of our business was becoming difficult. We ran pay-per-click advertisements on Google, wrote blogs, built landing pages, and did a lot of social media. Although we had invested a healthy amount of time and money into our marketing, we weren't getting the conversion results that we had hoped for.

After meeting TriDigital at the Ingram Micro Cloud Summit, we were instantly attracted to the quality of their work. Not only that – their knowledge of our industry was incredibly refreshing. At that point, we knew that it would be an excellent business decision to outsource our marketing to them.

THE SOLUTION

During our design session, TriDigital advised us to highlight our culture in our marketing and a lot of intangible qualities Intivix has to offer. So instead of just focusing on the technology services we highlighted how we partner with our clients to help them achieve their vision of success.

TriDigital was able to completely re-vamp our website and improve many aspects of it, including the SEO and website copy. They also provided us with an effective marketing strategy, which has helped us align our actions with the vision that we have for our company.

In addition, we have received impressive marketing media from TriDigital, including videos and ePubs. The ePubs are truly a one-of-a-kind solution to market to clients and potential clients in a visually appealing and unique way, and they have helped us draw in new leads with ease.

Since implementing the marketing solutions that we have received from TriDigital, we have become quite busy! We have received a lot of prospect inquiries, and several have panned out. We have even gotten to the point where we have had to turn down some business recently – that's a pretty good problem to have!

RESULTS

We have received several customer inquiries on the MDM campaign video created by TriDigital as well; people really like it and are instantly drawn to the creative work that is put into every video.

Our email campaigns created have also received very positive results. Based on the analytics, they are performing well above average with both open rates and click through rates high. This is important as it drives website traffic and opens up opportunities for sales.

So, in general, the deliverables have resulted in many positive comments from clients and prospects. They really like the professionalism and unique aspects of the design work.

RECOMMENDATIONS

We recommend TriDigital services wholeheartedly. We have seen amazing results, and we know that those results are due to the fact that the creative team at TriDigital Marketing is unmatched. We would encourage any company wanting to gain leads and revolutionize their marketing to partner with TriDigital.

NUMERIC RESULTS

Total Online Visits - 1,349

Total Video Plays - 146

Total Ebook Readers - 15

Combined Average
Open Rate - 29.20%

Combined Average
Click Rate - 21.53%

Total Unique Warm
Leads Generated - 150

Total Form Submissions
For Appointments - 22

"Overall, I'm incredibly impressed with Giovanni's responsiveness, willingness to go above and beyond to help with time-sensitive projects, and the website in general. "

- Rob Schenk,
Co-Founder





MOTIVA - Managed Services Provider

Watching leads roll into
\$3,200/month contracts

INTRODUCTION

Motiva's history of success began over 10 years ago. We specialize in IT development and business alignment and like to think of ourselves as an integral part of our client's business. We help our clients use technology strategically to realize the success they have always dreamed of.

CHALLENGES

There are many strengths that we have as a company; however, marketing isn't one of them. Finding enough time to market consistently and effectively has been pretty much impossible for us. Plus, we aren't really professional writers and graphic designers. So, when I was approached with TriDigital's all-in-one marketing solution, I knew it would be a huge asset in my efforts to get our company name out there and keep our clients and vendors engaged. I immediately said, "Sign me up!"

THE SOLUTION

During the on-boarding call, I had a smile on my face because I knew I had made the right choice with TriDigital. It was apparent immediately that Giovanni and his team really knew my business – they have intimate knowledge of what goes on during a managed services sales engagement.

They presented me with unique ideas – not only ways to generate leads, but also ways to use marketing to close more sales. I knew that I could count on Giovanni and his team to be on the cutting edge of IT Marketing. By letting TriDigital handle my marketing, I was finally able to finally focus on what I do best - sales!

RESULTS

The results have simply been amazing and far better than I ever expected. The first newsletter that TriDigital sent out for us resulted in an email from an old contact that was interested in our services. Now, that is a \$3200.00 per month contract. On top of that, we have generated over 200 leads in 6 months – it's just crazy in the best way possible!

RECOMMENDATIONS

To me, TriDigital is a must for any IT business. As a small business owner, you are faced with the decision to invest money in a lot of different things that will help your business grow. I can tell you that marketing is something that needs to be at the top of your priority list.

I've always said, "You can be the best company in the world, but if no one knows who you are, you are doomed." TriDigital Marketing is the team you need on your side to let people know who you are. Let them handle all of your marketing needs, and watch the leads roll in!

NUMERIC RESULTS

Total Online Visits - 1,028

Total Video Plays - 321

Total Ebook Readers - 17

Combined Average
Open Rate - 19.65%

Combined Average
Click Rate - 14.35%

Total Unique Warm
Leads Generated - 233

Total Form Submissions
For Appointments - 11

"TriDigital Marketing is the team you need on your side to let people know who you are. Let them handle all of your marketing needs, and watch the leads roll in! "

- WALTER CONTERARAS,
CEO





TriDigital

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