



Marketing Expertise that 'Virtually' Fits Your Business

Borek Business Solutions Takes Its Business to the Next Level through the Virtual Marketing Director Program

When it comes to helping companies successfully grow and evolve their businesses with Microsoft Dynamics technologies, Borek Business Solutions (Borek) is a leader in their market space. Founded more than 10 years ago, Borek has organically grown its business over the years to become one of Microsoft's leading partners serving companies throughout Oregon and the Pacific Northwest.

As Borek continued to expand its business, they realized that in order to take their company to the next level they needed a more organized and effective marketing approach. Without having the marketing expertise internally, Borek began looking for an external marketing resource that had the level of experience that was needed. They heard about the Virtual Marketing Director program from The Partner Marketing Group and knew it was going to fit their needs.

Q. Prior to the Virtual Marketing Director (VMD) program, what type of marketing did Borek do and where was your greatest need?

A. Marketing has always been very important to us, but because of our size and available resources, we didn't always have the discipline to consistently make things happen. We had no integrated marketing before the VMD program. Prospects would find us through word of mouth, Microsoft or our website.

We really needed the help of an experienced marketing professional who could jump right in and build and execute a marketing plan that would help take us to the next level.

Q. What interested you the most about the VMD program?

A. As we began growing our business, we knew that we couldn't rely on doing little to no marketing to keep up. We also realized our limitations – we are not marketing people but technologists and consultants. The world of marketing was unknown to us and we knew we really needed to find a veteran who could teach us about marketing and guide us through all the right steps.

We became familiar with the VMD program and decided it was time to bring on the expertise of someone who understood the channel and Microsoft Dynamics marketing.

■ About the Virtual Marketing Director Program

The Virtual Marketing Director program is an affordable means of hiring an experienced Microsoft Dynamics marketing professional to assist you in generating new business and awareness for your company. If your organization is facing challenges in generating new business, executing marketing campaigns, improving your website or managing your marketing budget, then give us a call. For more information, you can visit our website at www.thepartnermarketinggroup.com or contact Cheryl Strege at 605.574.9432 or cheryl@thepartnermarketinggroup.com.

We have received tremendous benefits by working with the VMD program. The program has allowed me to focus on growing my business and not tie up my internal resources. Having a marketing consultant drive the programs and initiatives we need to execute and make sure things are getting done has been invaluable. It has allowed me to focus on the bigger picture of developing and growing my business through innovative and effective marketing programs.

Roger Borek, *President*
Borek Business Solutions

■ About Borek Business Solutions

Borek Business Solutions, a Microsoft Gold Certified Partner, is a full-service business and information technology consulting group that takes a systematic, collaborative approach to solving business and operational challenges. The company, headquartered in Eugene, Oregon, provides expertise and software solutions that improve business efficiency, responsiveness and productivity, giving their clients a strategic advantage and enhanced profit potential. For more information, visit us online at www.borekbusinessolutions.com.





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Q. What are some of the programs, activities, or initiatives you have done through the program?

A. Since starting with the VMD program over a year ago, we have really raised the bar in our marketing efforts. Our Virtual Marketing Director worked with us to develop a yearlong marketing plan which incorporated several different marketing elements. Rather than doing sporadic tactics here and there, we now have a plan and campaigns that consistently communicate our message throughout the year.

We have developed new marketing literature and recently launched a new website that communicates our message more consistently and allows us to capture leads more effectively.

With lead generation as one of our main goals, we have developed and executed multi-touch marketing campaigns and nurture marketing initiatives to help drive new leads to the pipeline.

In addition, we have enhanced our existing customer programs and have integrated many new customer activities and initiatives into the marketing mix to cross and up sell our services and other products offerings.

Q. What has been the greatest benefit?

A. Tapping into the immediate expertise of a consultant who knows the products, Microsoft and how to go to market without much ramp-up time. We were able to hit the ground running and we are so much further along than if we would have tried to do it ourselves or hire an agency down the street unfamiliar with the unique challenges of our market space.

Q. What type of advice would you give other partners who may be interested in the VMD program?

A. Just do it! It's as simple as that. You won't find the expertise and knowledge anywhere else for such a reasonable price point.

Q. How has the VMD services impacted your business?

A. We have received tremendous benefits by working with the VMD program. The program has allowed me to focus on growing my business and not tie up my internal resources. Having a marketing consultant drive the programs and initiatives we need to execute and make sure things are getting done has been invaluable. It has allowed me to focus on the bigger picture of developing and growing my business through innovative and effective marketing programs.

We have also increased our awareness with our Microsoft constituents by developing and executing some really good marketing programs. We were even recognized by Microsoft for our marketing initiatives through Microsoft's Distinction in Marketing awards program and received additional co-funding to support our efforts.

Overall, the program has been invaluable and has helped take our business to the next level in many different ways.

Borek's situation is very similar to many Microsoft partners in the channel. When it comes to marketing, many partners struggle to give adequate attention to it. Many times, business owners become so busy running the company's daily operations that marketing seems to get put on the back burner or is done inconsistently, resulting in lack luster results.

Don't let this happen to you! The Virtual Marketing Director program might be a perfect fit for your company. It's an affordable means of hiring an experienced marketing professional to assist you in generating new business, up-sell/cross-sell to your existing customer base, improve your web site from a simple online brochure to a lead generation vehicle, help you build a distribution channel, manage your marketing budget, and lay out your marketing strategy so it maximizes your business opportunity.

For more information, contact Cheryl Strege — **P:** 605.574.9432 **E:** cheryl@thepartnermarketinggroup.com or Jennifer Culbertson — **P:** 614.453.5927 **E:** jennifer@thepartnermarketinggroup.com.