



# E-Newsletter Program

## Overview and Summary

Since 1988, Silverware, Inc. has been designing, implementing and supporting business software systems for small and mid-sized companies throughout the Southwest. Silverware, Inc. primarily serves the manufacturing and wholesale distribution industries but also has expertise in the professional services industry.

Silverware needed to establish consistent high-value communications for their existing customers and prospects, but had no time to manage and develop content for ongoing communications. They also needed to develop a house list for nurture marketing to ensure new business came in regularly.

In the summer of 2009, Silverware was offered an opportunity to participate in a 3 month Microsoft funded e-newsletter pilot to increase their marketing efforts. The pilot has allowed them to develop their opt in list, create regular and valuable communications to stay in front of their prospects/customers, and use their time wisely allowing resources for other marketing touches, and sales opportunities.

## Situation

Throughout the past year and a half, many companies have been hit by the economic recession and Silverware, Inc. is no exception. For David Thikoll, Director of Business Development at Silverware, Inc., this meant wearing multiple hats, working in both sales and marketing with increased work load and responsibility. Even with this added pressure, David felt that in order to succeed and come out ahead of the economic downturn, Silverware needed to establish high-value communications for their existing customers and prospects. At the time, their marketing consisted of Outlook email templates and distribution lists. There was no consistency and no balance. As David became busier with existing customers and net new sales opportunities, it became increasingly difficult to stay in touch with all of their potential buyers. David knew that no new customers meant minimal to no growth opportunities. Despite David's concerns, he had no time to manage and develop content for ongoing communications. He desperately needed an easier way to stay in front of prospects. David knew he could not do all of this by himself.

The Partner Marketing Group e-newsletter program helped us clean up and build a great opt-in mailing list by easily staying in touch with prospects.

David Thikoll, Director of Business Development  
**Silverware, Inc.**

## ■ Silverware, Inc.

**Employees:** 11  
**Number of years in business:** 21

**Products Sold:**  
Microsoft Dynamics NAV

**By the Numbers:**  
Closed Deals: 1  
Revenue: 29 users for over \$100,000

### E-Newsletter Statistics

#### Opt in List

Began at 221  
Now at 495

#### Click Through Rates

Silverware: Avg of 14.97%  
Industry Norm: 2.55%

#### Open Rates

Silverware: Avg of 19.43%  
Industry Norm: 20.5%

**Silverware** designs, implements and supports customized business management solutions for mid-sized businesses. They have an installed base of over 100 customers. Their primary business is Microsoft Dynamics NAV throughout Arizona but they have clients in other states and are beginning to market into Nevada and New Mexico. They primarily serve the manufacturing and wholesale distribution industries but also have expertise with services businesses.





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## Solution and Benefits

In the summer of 2009, Silverware was offered an opportunity to participate in a Microsoft funded e-newsletter pilot to increase their marketing efforts. The pilot program and open/click-through statistics were extremely compelling to David and it became a no-brainer after a prospect that had yet to engage with Silverware after six months opened the newsletter and called the following day. This prospect later became a client. The newsletter immediately became an integral component of Silverware's marketing plan. David extended the program for three more months and then signed up for a full year, making it part of their quarterly budget.

## Fresh Opt In List

Initially, the program made David realize that they didn't have an opt-in list. "Our participation forced me to create a "house" list and keep it fresh." He dove right in making sure he would get the most value out of the newsletter program by actively checking and fixing email bounces every month ensuring that each month's list was better than the last. After all, what good is a newsletter if it's not getting to the right people? "You get out of it what you put into it." David now believes that they have a terrific marketing list. Silverware's list started at 221 and after 9 months, the list has more than doubled to a total of 495 contacts.

## Regular Communication and Staying in Front of Prospects

The Partner Marketing Group's e-newsletter program has made regular communications possible for Silverware. They can now easily stay in touch with their customers and prospects and develop trusting relationships between Silverware and their clientele.

David can now use his time more wisely because of The Partner Marketing Group's newsletter program and its process. "The process is easy and affordable. All I need to do is review the content and keep my distribution list up to date." Silverware's overall sales and marketing efforts have benefited from their participation with The Partner Marketing Group as well. They now have time to develop and manage live events, telemarketing, partnerships, white papers, case studies and their social networks. Their primary ROI has been a productivity increase. David feels he can get more done with less time, and with much more value.

## Ability to Provide Value

Silverware wants to be different from the competition and be able to offer value to their customers and prospects instead of making awkward sales calls. The e-newsletter program is helping them succeed at this by supplementing their sales dialogue with a consistent, value-added content. This has made Silverware top of mind for customers and prospects and even more trusted as a technology provider. Even though nurture opportunities take time, David believes he can be more compelling by offering value in multiple places through multiple channels. The e-newsletter channel has proven to be among the most valuable.

We closed a large deal in December 2009 with a prospect who was in our database but hadn't engaged. He called us after getting the first issue of the newsletter in July 2009. I believe sales are a result of many activities coming together and the newsletter is a critical part of our multi-touch strategy in 2010.

David Thikoll, Director of Business Development  
Silverware, Inc.

## E-Newsletter Program

You know the value of communicating with your customers and prospects on a regular basis to nurture and build a relationship. You know that "out of sight, out of mind" could potentially mean your customers will seek out another vendor when they need technology services because you haven't been in touch with them. Considering the fact that sales cycles are getting longer, how will you stay in touch with prospects until they're ready to buy?

Increase your company's visibility today by having newsletter content created by a Microsoft Dynamics professional. Offering multiple levels within our program, you will find the program that will best suit the needs of your company. To learn more, email [info@thepartnermarketinggroup.com](mailto:info@thepartnermarketinggroup.com).

## About The Partner Marketing Group

The Partner Marketing Group is a marketing consulting resource, dedicated to the continued growth and success of our clients' businesses. Our team of marketing strategists, planners and program managers specialize in helping Microsoft partner organizations and Microsoft Corporation develop and execute fresh, innovative, cost-effective marketing strategies. Contact us for Virtual Marketing Director, Virtual Project Manager, E-newsletter program, Customer case studies, Blog subscription program, Marketing training/workshops and more!