



# Marketing Expertise that 'Virtually' Fits Your Business

As summer wraps up and the warm weather activities start to fade, now is a great time to focus your thoughts on your business goals and put them under scrutiny. How satisfied are you with your progress towards your business goals? Have you achieved what you wanted to this year?

One thing is for certain, we choose the circumstances we find ourselves in. The good thing is that when we acknowledge our power of choice, we also empower ourselves to change the situation. One Microsoft Dynamics partner did just that. Minneapolis-based partner, PowerObjects, took a hard look at their business and knew it needed to streamline its product focus and integrate a more proactive marketing strategy to help reach its goals.

With Microsoft Dynamics CRM as its core product focus, the company was ready to tackle its marketing strategy and called upon The Partner Marketing Group's Virtual Marketing Director (VMD) program to help. Jim Sheehan, COO of PowerObjects, explains how the Virtual Marketing Director program has given the company an integrated marketing strategy which has helped build awareness and new business opportunities for his practice.

## **Q. What type of marketing did you do in the past and what prompted you to realize you needed to re-examine your marketing focus?**

A. As a small but growing company, marketing was important but we didn't have the resources or experience to adequately plan and execute marketing programs. Our marketing was hit-or-miss and not structured. We did some periodic direct mailers and telemarketing campaigns, but overall our marketing lacked consistency and know-how.

We also began to re-examine our business direction and realized that our core focus was to be on Microsoft Dynamics CRM. In order to build awareness and gain market share in this area, we knew we had to improve our marketing and invest in a dedicated resource to help. Our Microsoft Partner Account Manager recommended that we look into the Virtual Marketing Director program.

## **Q. What interested you the most about the Virtual Marketing Director program?**

A. We could have gone to any marketing agency in town, but we chose the VMD program because the marketing consultants know Microsoft channel marketing. The VMD program allows us to work with an experienced marketing consultant who understands how to go-to-market with Microsoft products and can help us tap into all of the available Microsoft marketing tools and resources. The program allows us access to marketing expertise that we just couldn't find anywhere else.

## **Q. What types of marketing programs have you done utilizing the VMD services?**

A. Since starting with the VMD program a year ago, we have really raised the bar in our marketing efforts. We stopped doing one-off activities, and now under the direction of our marketing consultant, we have a year-long program in place that includes integrated vertical lead generation activities such as telemarketing, direct mail, and email marketing. We now have an ongoing nurture marketing program that includes a bi-monthly newsletter program targeting both existing customers and prospects. We have updated our web site with a new look and feel as well as including more value-driven content and interactivity. We have also developed new marketing literature that communicates our message more effectively to prospects and helps us in the sales cycle.

## **Q. What has been the greatest benefit of the program?**

A. The VMD program has provided focus and has allowed us to take our marketing to the next level, something we wouldn't have been able to do on our own. Having a year-long marketing plan in place that fits our business goals has been vital. We have accomplished so much this past year and having an experienced resource to help walk us through every step has been invaluable.

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

A. The program is great for partners who recognize the importance of marketing and have the ability to commit some of their time to executing activities. It's not a magic bullet – you have to work at it just like anything else. If you are looking for someone to help you strategize and build a marketing plan as well as guide you step-by-step through the process, then I think the program is an excellent investment.

## **■ 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](http://www.thepartnermarketinggroup.com) or contact Cheryl Strege at 605.574.9432 or [cheryl@thepartnermarketinggroup.com](mailto:cheryl@thepartnermarketinggroup.com).

## **■ About PowerObjects**

Established in 1993, PowerObjects is a Microsoft Gold Certified Partner that specializes in customer relationship management solutions. The company is focused on extending the technology of Microsoft Dynamics CRM to fit the needs of the customer. PowerObjects' PowerPartner Program is designed to help any Microsoft partner that is interested in providing additional value to customers by offering Microsoft Dynamics CRM. For more information on PowerObjects or Partnering opportunities, contact Jim Sheehan at 612.339.3355 or visit [www.powerobjects.com](http://www.powerobjects.com).



Jim Sheehan, COO  
PowerObjects



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