

INDUSTRY FOCUSED: CLOUD SERVICES FOR FINANCIAL SERVICES

UNDERSTANDING THEIR NEEDS

The Microsoft financial services industry marketing team wanted to bring Microsoft's Cloud initiative to life for customers and prospects in the Financial Services industry. Financial Services customers have unique needs and questions around what the Cloud means for their business. They want to know what other companies in their industry are doing and how it adds value to their organization. A high-level overview brochure was needed to support Microsoft industry sales teams in their conversations with customers.

The Financial services marketing team was swamped with deadlines and a multitude of projects. The team needed a senior level resource that could take the brochure project and just run with it- so they turned to Extra Mile for the project. We started by amassing a large collection of existing customer-focused Cloud Services messaging and content. Next, we interviewed a number of Microsoft financial services sales individuals and customers, to get their perspectives on the issues, benefits, and perceptions around what the Cloud means for the industry and their businesses.

EMM then synthesized the existing Cloud content down to the most important elements for the industry. We created additional content, based on the interviews, by adding real world stories and customer quotes on how the Cloud is adding value to the financial services industry.

HOW WE HELPED

The final product is a highly relevant and succinct brochure that brings Cloud Services to life for one of Microsoft's most important industries. The brochure is used at events, industry trade shows, and by the industry sales team with existing customers and prospects alike.

"Lori is an exceptional marketing executive who delivered outstanding results with our new messaging and sales/marketing collateral. She really understood our unique needs and offered terrific "outside the box" ideas to better differentiate our business. I worked with Lori on several projects, and the final product always surpassed our highest expectations. Lori is a true business partner in engaging directly with the client from strategy through execution, and I would highly recommend her and the Extra Mile Marketing team."

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