

"SELL MORE WITH MICROSOFT" WEB SEMINARS

THE CHALLENGE

Microsoft created a series of comprehensive How To guides for their partners to increase sales of Microsoft products. The challenge was that the guides were expensive to print and distribute. Microsoft wanted the information to be more accessible, reach a wider audience and keep their partners coming back for more. They needed an outside marketing team with significant partner marketing expertise to create a web seminar series based on the guides.

WHY EXTRA MILE MARKETING?

Microsoft turned to Extra Mile Marketing, who had previously developed the widely heralded Microsoft Marketing Guide for Partners, trusting them to develop a web seminar series that would educate partners, and get them enthused about the opportunities presented in the guides.

THE SOLUTION

Extra Mile set up hour long web seminars, recurring once a month. Partners could sign up for any marketing class, or sign up for the entire series, which initially consisted of the 6 most requested topics. After each web seminar class, the class was made available on-demand, to ensure availability to all Microsoft partners.

With a total live attendance of over 655 partners, Microsoft far exceeded their targeted "success" number of 50 attendees per class. The on-demand web seminars were a pleasant bonus. On-demand attendance was between 2 to 3 times higher than the live webinar classes. Extra Mile painted a clear picture of the marketing and sales opportunities available to partners, keeping Microsoft's highest priorities in mind. The results were impressive – 99% of respondents said they would recommend the classes.

"Lori painted the perfect picture from end to end on what the solution should look like, what needs to be done and took care of the entire process from concept through execution."

Kate Chan
Partner Development Manager
Microsoft Corporation

Over the past two years, Lori produced and delivered many excellent marketing courses for our partners, and she also produced "Marketing Guide for Partners", viewed by many of our partners as the Bible for going to market with Microsoft. I wouldn't hesitate to engage Lori and her team on any project involving strategic marketing; they are committed to getting it right and exceeding expectations."

Matt Haugh
Marketing Manager
Microsoft Corporation

After the success of the initial series of 6 classes, Microsoft asked Extra Mile to develop another series of 10 new classes to further educate and reward their partners. With help from the Extra Mile team, Microsoft achieved their goals of building a strong marketing community with a loyal following. Today, Extra Mile has trained over 5,300 Microsoft partners.



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