

CUSTOMER STORY

Microsoft



Solution Overview

Products and Services

Live Marketing Training

Industry

Information Technology & Services

Organization Size

10,001+ Employees

Country

USA

Language

English

Microsoft's SMB Live Training Event

Creating an interactive marketing workshop, along with an instructor guidebook and event kit.

Understanding their needs:

Microsoft's US Partner Group was hosting its SMB Live training event in 25 cities across the United States and needed assistance with the strategy, development and execution of an interactive marketing training workshop.

How we helped:

Extra Mile Marketing's approach was two-fold: create the interactive course for the SMB Live event and create a Train-the-Trainer curriculum used to facilitate the event across the 25 cities.

Based on criteria from Microsoft, EMM created a hands-on marketing workshop that included an interactive workbook for partners. The course also included informative presentations, real partner use case examples, and small group activities. Each participant attending the event walked away with prescriptive guidance on how to build a strategic marketing campaign that targets their SMB customers. Also, participants learned how to sift through the hype and optimize their cloud solution offering to increase customer retention, maximize up-sell opportunities, and pursue marketing strategies best suited for their organization.

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How we helped *(continued)*:

EMM then created an instructor guidebook along with the materials and kits used at each event location. EMM hosted a one-day Train-the-Trainer workshop providing the skills and in-depth knowledge to train presenters on how to effectively deliver the workshop and engage partners.

In addition, EMM successfully delivered one-third of SMB Live training events with their seasoned personnel.



“Dan and I had a great time at yesterday’s event, and we both learned a lot that we didn’t know before. Very informative, fun and engaging. Look forward to our continued relationship, and getting to know you even better as we may start looking into the IL market soon as well.”

- Christian Kerhin, President, Attivotech