

## Case Study

SWI

*Strategic email marketing drives a 30% increase in sales***Software Wholesale Intl. (SWI)**  
www.software-intl.com**Challenges**

- No strategic plan for marketing efforts
- Generating leads from cold calls, mail merges and free newsletter software
- Lack of reporting capabilities

**Solution**

- Email campaigns utilizing ClickDimensions email marketing and OutlookCast
- Effective reporting and analysis through ClickDimensions integration with Microsoft Dynamics CRM

**Benefits**

- Rapid ROI – over 30% increase in sales during the first two months
- An email campaign that generated \$22,000 in one day

Since 2003, Software Wholesale Intl. (SWI) has assisted thousands of organizations with their software licensing needs. SWI is a full service software licensing provider and Gold Certified Microsoft Partner. SWI was named Microsoft Partner of the Year for the West Region in 2012.

## Strategic Plan Needed

Like many organizations, SWI's marketing efforts were disjointed and lacked strategic direction. "We didn't have a strategic plan for marketing," says Abby Hanson, Sales Manager at SWI. "We did things like mail merges, picking up the phone and doing cold calls, and using different platforms that were free to do newsletters." While these efforts resulted in new sales, the SWI sales team knew they could perform at a higher level.

In addition, SWI found it difficult to develop and execute a strategic marketing plan without measurable results. Relying on data from their disparate marketing efforts was challenging. "We didn't actually have any reporting in place at all," says Hanson.

SWI sought a solution that could streamline their marketing efforts, empower their sales team to reach new customers, and effectively measure marketing data in order to set strategic goals for the future.

## Rapid Deployment

Once SWI made the decision to integrate ClickDimensions with their existing Microsoft Dynamics CRM, the team jumped right in. "The implementation was done within a day, and their customer service was really great," says Hanson. "We had eight people take the initial training, and by the end of the week everyone had a campaign out with no errors; it was great. [We] implemented on Monday, and all campaigns were out by Friday."

ClickDimensions email marketing tools provide SWI with the ability to maintain consistent communication with their customers and leads. "All of our reps are required to send out at least two ClickDimensions campaigns a month," says Hanson. "It can be an email marketing, newsletter, or just sending a meet-and-greet through OutlookCast which is really easy for them to do."



*"Check it out; you won't regret it. It's fun, fantastic and easy to use."*

Abby Hanson  
Sales Manager  
Software Wholesale Intl. (SWI)

ClickDimensions OutlookCast feature enables the SWI sales reps to broadcast marketing emails quickly without building HTML. Emails are simply created through Microsoft Outlook or any other email application. ClickDimensions provides an OutlookCast email address representing a marketing list that the sales rep has created in Microsoft CRM. The SWI sales rep then sends the email to the OutlookCast email address. Emails are created and delivered within a matter of minutes, and results are returned back to Microsoft CRM through ClickDimensions.

And it's these measurable results that empower SWI with the information they need to strategically plan their email marketing campaigns. "When [customers] are opening, when they're unsubscribing, if they're bouncing," Hanson explains, "it's really giving us the capability to understand our customers more and what their needs are."

## Rapid Results

In a short amount of time, SWI was able to see dramatic results from integrating ClickDimensions into their marketing strategy. "After learning how to efficiently use ClickDimensions, I was able to increase my sales by over 30% the first two months," says Hanson.

While SWI's marketing efforts once consisted of time-intensive cold calling and tedious mail merges, their sales team is now able to reach targeted customers quickly and effectively. Hanson describes an example of one of their most effective email campaigns: "Microsoft did two new product releases, and they were coming out rapidly. It was the last day that you were able to purchase those products, and I did a ClickDimensions campaign in the morning [to an email marketing list]. By the end of the day, I had \$22,000 in closed sales."



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