

# Case Study



DocuWare Increased Local Dealer Participation with Evolved Office's Managed Through-Channel Marketing Program



## The Company

DocuWare is a leading provider of cloud solutions for document management and workflow automation.

The company's software helps organizations across multiple industries simplify their work through digitizing, automating, and transforming key processes.

DocuWare sells and markets its products through a network of resellers.

DocuWare was struggling to reach customers through its network of resellers. They knew they needed to do something different to get their targeted messaging in front of the right people, but how? That's when Evolved Office stepped in.

- In just 4 months, DocuWare saw dealer marketing participation improve by 480%.
- Since its inception, the program has generated \$5.8 million in new revenue.

## The Challenge

The right reseller with a local reputation and outreach can leverage untapped markets and dramatically increase sales. Traditionally, DocuWare's core sales approach is to sell document management solutions via a network of authorized resellers, mostly copier dealers.

While local partners excel at finding new customers and signing leases, they were not getting the word out about DocuWare, even with an array of marketing content available. DocuWare wanted to know why.

Following a period of research, DocuWare discovered their resellers either had no dedicated marketing teams or, if they did, they were overworked or lacked the experience to write about digital technology. But that wasn't all.

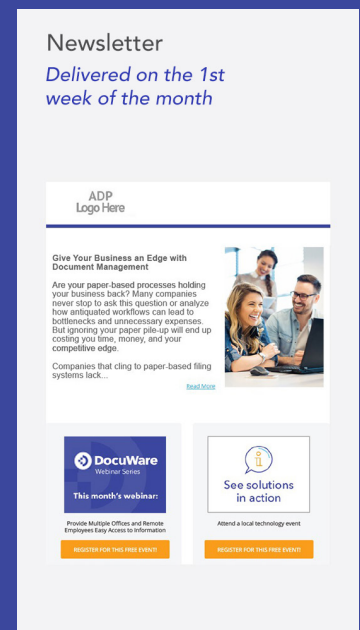
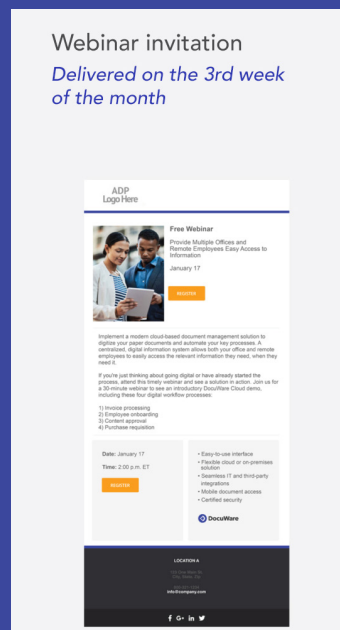
With resellers promoting multiple vendors and products, it wasn't easy to get them to market DocuWare's solutions consistently. They were also very protective of their customer lists and unwilling to share them in a platform sponsored by their supplier.

## The Solution

Looking to increase reseller participation, lead generation, and sales, DocuWare approached Evolved Office. With its Through-Channel Marketing (TCM) platform, the digital marketing agency enables brands to scale their marketing and advertising quickly and economically.

Together Evolved Office and DocuWare launched a managed lead generation program involving webinars and ready-to-go, locally-branded emails. DocuWare provided the details of their resellers, and Evolved Office set them up with their own accounts and email lists.

Each month Evolved Office created and sent out two targeted email outreach campaigns from each local reseller account to market DocuWare's products and drive end-users to informative webinars. In total, the platform distributed 200,000 emails monthly. DocuWare hosted the webinars and sent lists of attendees to Evolved Office, who distributed the leads back to each reseller.



## The Results

With its automated TCM platform, Evolved Office helped DocuWare solve its marketing frustrations with resellers.

- Resellers didn't have to worry about marketing because everything was done for them.
- DocuWare was consistently promoted each month, no matter how many vendors and solutions their resellers were publicizing.
- Customer lists were not shared with DocuWare. Instead, they were safely hosted in Evolved Office's platform.
- Both DocuWare and copier dealers generated new leads with little to no effort.

Consequently, DocuWare saw a sharp rise in sales revenue.

- 75 Local Dealers Signed Up**
- 200K Emails Sent Per Month**
- 1830 Leads Generated Last Year**
- \$5.8M Leads Generated Last Year**

## Final Thoughts

As it was designed to do, Evolved Office's TCM platform allowed DocuWare's partners to easily and regularly share branded messages that engaged their lists of prospects, generated quality leads, and boosted revenue.

"Partnering with Evolved Office has guaranteed that our brand approved marketing content is seen by our dealer's clients and prospects – on a constant basis – while allowing the dealer to maintain their local brand identity.

EO's Managed TCM Program has been a game-changer helping the reseller stay engaged with their market. We all benefit making EO our preferred marketing partner"

**Mary Williams, Marketing Manager, DocuWare**

