



METIS
COMMUNICATIONS

Agents of Influence™

CASE STUDY

Amplifying partner marketing with strategic content

Challenge

With a strong history of expertise helping clients with IBM infrastructure and other trusted enterprise technology partners, KeyInfo wanted to diversify awareness of its range of service offerings as well as develop existing IBM relationships for upgrades and revenue growth as part of its partnerships. Metis worked with KeyInfo to pursue co-marketing programs with major partners (IBM, HPE, VMware, etc.) and develop new content that addresses enterprise IT pain points, drives awareness of new partner initiatives and supports KeyInfo's sales efforts for new revenue opportunities.

Metis focused efforts on KeyInfo's blog as an awareness and resource hub, helping to develop content to provide thought leadership on cloud migration, object storage, backup and disaster recovery and other pillars supporting KeyInfo's main business lines. The blog serves triple duty, delivering industry insights and commentary on partner initiatives, educating customers and prospects on new capabilities and projects they can pursue with KeyInfo, and driving traffic to additional website assets to encourage conversions and shared revenue opportunities for KeyInfo and its partners.



Company: Enterprise IT and cloud service provider

Industry: Data center

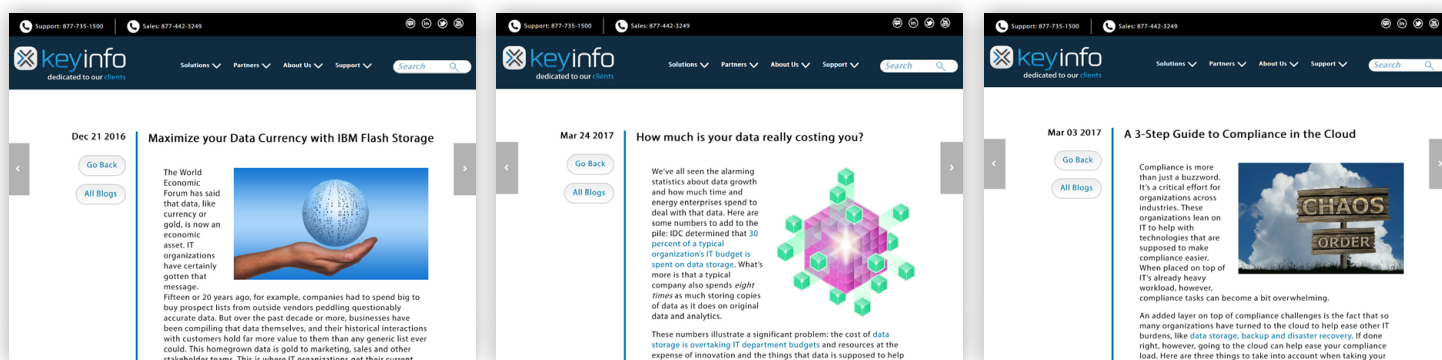
Location: Agoura Hills, CA

Website: www.keyinfo.com

*"Metis has been the **best partner** to ideate and develop content to support our sales funnel, as well as having knowledge of our market issues to extend the life of each asset with press and industry influencers. **We trust Metis' counsel and execution to bring our next big move to life.**"*

– Chris Ticknor, director of marketing, Key Information Systems

Highlighted campaign examples



Results

New collateral promoting enterprise offerings with **HPE**, **VMware** and **IBM**, increasing awareness of KeyInfo's diversified partner expertise



Increased sales support for KeyCloud service by promoting new partner initiatives and KeyInfo's proprietary capabilities



60%
increase in traffic to
KeyInfo's partner pages



Existing client expansion through **content education** encouraging additional IBM and KeyInfo service upgrades