

CASE STUDY (IoT MSP)

INDUSTRY

Technology Managed Service Provider

SERVICES

Digital Experience & Marketing Management



Nationwide IoT Managed Service Provider start-up needed to launch with a professional and cost-effective brand identity, digital experience, online ordering and content management system.

- Branding & Identity
- Corporate Website
- Content Management
- Online Store



CASE STUDY

Start-ups all have one common denominator at conception; a good idea. In the technology segment this good idea is often initiated by a tech enthusiast or engineer with limited marketing experience and often lacking the realization that just selling speeds & feeds does not necessarily make a compelling value proposition. A nationwide IoT managed service provider came to Auxilic with the mission of helping to transform their great idea into business value and digitally launch their offering.

CHALLENGES

- Limited budget and no current marketing support
- Hesitancy to work with a generic marketing agency with little experience in their space
- Needed brand development and corporate identity
- Needed a corporate web site and a plug n play team to manage it
- Wanted to offer partners the ability to transact online

SOLUTION

- Auxilic DXP digital experience platform, including:
 - Web & eCommerce build, SEO, hosting, site management and regular backups
- Dedicated Auxilic vChief Marketing Officer Solution leveraging Auxilic industry & marketing expertise
- Affordable monthly fee for management of all digital sites, marketing strategy, planning and execution including brand book, campaigns, and social media

BENEFITS

- Enabled fast, reliable start up of the organization's digital foundation and content management system
- Client did not take on the burden and risk of needing to search, hire, build, and manage an entire marketing team
- Day-1 team including industry expertise and ongoing advisory
- Marketing calendar and regular execution cadence driving new client acquisition and nurture
- Regular reviews equated to Auxilic being thought of as a part of the team



"Auxilic has been an outstanding web and digital marketing partner for us as we bring our message to market. Their continued commitment to understanding their clients core business is what makes the difference in truly having the cohesive team relationship we were looking for in a partnership. If you're looking for a better way to communicate the value of your product, service or company, I would trust Auxilic to design a strategy for you."

CEO-IoT Managed Service Provider



COMPLEMENTARY SOLUTIONS

The following are complimentary services the client was considering for future execution at the time of publishing.

- Auxilic Ai Video Storytelling
- Auxilic Decision Calculators
- Client case study development

