

CASE STUDY

DataSolutions
Service Powering Success

Edge 7 Networks & DataSolutions



Edge7 Networks is a Gold Citrix Solution Advisor based in Ireland that provide Solutions, Support & Managed Services for Citrix SD-WAN, SASE Networking and Security.

CHALLENGE

As a growing business, Edge7 Networks were eager to expand their prospect base and grow their profile across more industries and territories. With customers in both the UK and Ireland, it was important to have a marketing support that understood both markets.

Like many businesses, they were also responding to the significant challenges and disruptions that COVID-19 was making to their traditional marketing efforts. With a lack of in-person customer events, the world was going virtual and Edge7 Networks needed a partner who could help them navigate a more digitally focused strategy.

They realised that they would need to do this through a digital marketing plan and Edge7 Networks turned to the DataSolutions Marketing Team to support their initiatives.



SOLUTION

Strengthen brand presence: Before launching any direct marketing to target accounts, Edge7 Networks needed to strengthen their online brand presence, and solidify their credibility in the UK and Irish markets. DataSolutions worked with Edge7 Networks to identify the correct target audience, plan the best marketing channels to use and develop content assets. Working with DataSolutions they created a multi-touch integrated marketing campaign that included:

- Landing Page
- Social Selling LinkedIn Programme
- Blog Content
- Case Studies
- Virtual events and invites
- Infographics
- SD-WAN ebook
- Email series
- Telemarketing

RESULT

From working closely with the management team on a target audience to advising on the best time to run a campaign, DataSolutions were able to increase awareness and brand presence for Edge7 Networks across both the UK and Irish markets. With their years of experience, they were able to steer Edge7 Networks in the right direction when it came to running campaigns.

- Targeting over 3,500 contacts
- Acquired nearly 500 new LinkedIn Connections
- Sent over 1,400 LinkedIn targeted inmails
- Over 400 Profile views on LinkedIn
- Generating 24 leads for Edge7 Networks

“ DataSolutions have been an essential support to Edge7 Networks before having a dedicated Marketing resource. Essentially operating as our marketing department, they were able to understand the goals Edge7 Networks had, and combined with their industry and market expertise, always deliver. Working closely with DataSolutions since joining Edge7 Networks has been an additional bonus, especially when it comes to their extensive market knowledge in both the UK and Ireland.

- Grace Cosgrove, Marketing Manager
Edge7 Networks

“ It's no exaggeration to say that across all spectrums of our business, DataSolutions have ticked all the boxes. They have been fundamental in helping us to build our business. DataSolutions provide us with a partnership that understands our business, working as a support to us and not just as a distributor. To sum them up? Proactive, supportive, and very invested in our business.

- Ronan Murray, Director
Edge7 Networks

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