



Shown above: trade show exhibit, whitepaper, email, partner website.

Challenge

Fast-growing cloud ERP software publisher requires improved corporate marketing, along with channel marketing services to achieve significant growth, while competing against larger brands like Oracle and Sage.

Results

Acumatica continues to grow at high double-digit percentages, and was recently acquired by private equity firm EQT Group. Digital and traditional marketing excellence has allowed Acumatica to take leadership in the SMB market, across multiple verticals.

Solution

Modern Marketing Partners (MMP) supports corporate marketing with optimized and extensive email campaigns including nurture and trigger campaigns, list management, and post-campaign analytics reporting using HubSpot automation. MMP supports content, social media, trade shows, new product launches, advertising and other initiatives.

MMP assisted in development of marketing tools and assets for channel partners including campaigns-in-a-box, partner recruitment and training, micro-vertical and compete campaigns, partner website diagnostics and redesigns, along with ongoing lead generation services for both new and top VARs in the ecosystem.