



Solbrekk Maximizes their Partner Marketing Efforts with Bridge Metrics

CUSTOMER

Solbrekk, Inc.
www.solbrekk.com

INDUSTRY

Value Added Reseller

LOCATION

Golden Valley, MN

OBJECTIVES

- Decrease the lack of marketing resources to execute myriad of programs available.

RESULTS

- Gained more visibility and mindshare with partners
- Increased marketing budget
- Increased lead count and quality leading to higher ROI



BACKGROUND

Solbrekk, Inc., based in Golden Valley, MN, was established in 2003 to bring together the talents of four veteran entrepreneurs.

"Lots of people are anxious to sell business owner computers, but to create workable technology solutions is an entirely different thing," said Larry Phelps, Vice President of Sales and Marketing

Bridge Metrics has done great things for us. Their help with our vendor marketing efforts has taken a huge load off my plate.

Larry Phelps

Vice President of Marketing and Sales

The Challenge

Phelps was aware of the opportunities to take advantage of partner co-marketing programs, but lacked the resources to fully vet and execute the myriad of programs available.

"We are a cost conscious organization and focus our investments in technical resources and talent," stated Phelps. "I didn't have time to handle all the components of partner programs directly."

HOW BRIDGE METRICS HELPED

Solbrekk engaged Bridge Metrics to manage their partner marketing efforts.

Phelps commented, "Bridge Metrics handles the heavy lifting and takes the stress off of having to worry about things like MDF deadlines. We just focus on the leads that are coming in and turning those into measurable results."

Since engaging with Bridge Metrics, "we have gained more partner visibility and mindshare. Our partners are excited that we are onboard and actively participating in their marketing programs," says Larry.

Solbrekk can now take advantage of programs like lead generation to add new prospects to the pipeline as well as increase their overall marketing budget with access to the additional partner MDF dollars.

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Bridge Metrics is a leading provider of sales enablement solutions, offering a cloud-based platform that bridges the gaps between marketing content creation, sales content utilization and buyer content consumption. Bridge Metrics enables clients to increase sales efficiency by equipping them with the specific information they need to know and personalized versions of the exact assets they need to share in a way that works for them, on any device, via email, no logins required. Bridge Metrics is currently used by more than 100 of the world's leading brands and over 18,000 sales professionals globally.

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