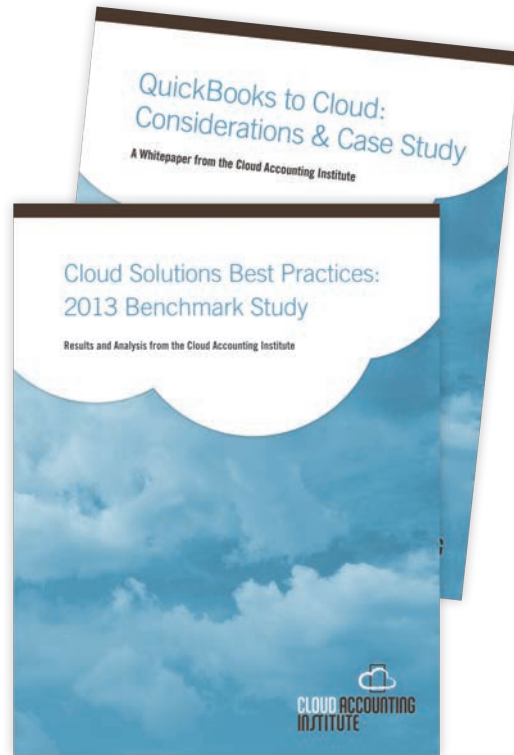
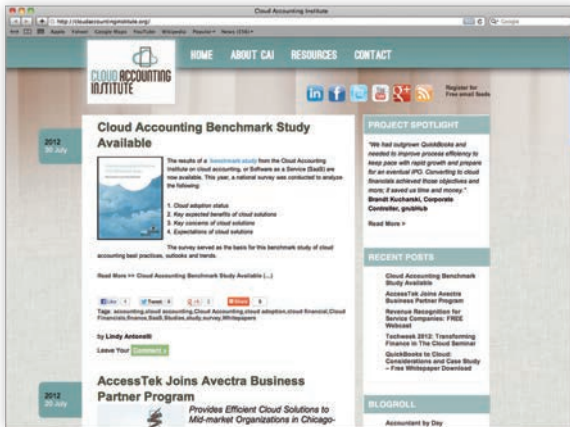


CASE STUDY [AccessTek]



Challenge

AccessTek was a top, Chicago-based Microsoft Dynamics VAR transitioning to cloud accounting systems as an Intacct reseller. New to the cloud segment in 2011, AccessTek sought to establish awareness, and drive lead generation.

Solution

Modern Marketing Partners created a new, search-optimized website with deep content. Thought-leadership was implemented through the establishment of the Cloud Accounting Institute, an active blog, and social media including LinkedIn, YouTube, Facebook, Twitter and Google+. Free publicity, industry studies, webcast events and speaking engagements round out the VAR marketing program.

Results

AccessTek is recognized as a top Intacct VAR in both 2011 and 2012, and realized double-digit sales growth from website registrations. Importantly, AccessTek's deal pipeline is loaded for months in advance.