

MULTI-TIER COMMUNICATION HELPS REDBOLT GET INTO THE GAME - AND WIN

“Before you can win, you have to get into the game,” says Monty Clark, Director of Sales for Redbolt Technologies. “And that’s what targeted communication is all about for us. If we can get in front of the right person with the right message, we’re going to win 90 percent of the time, due to strength of our offering. IMN’s Total Channel Communications™ is helping us to reach the right audience in a way we never could before, and the results have been fantastic, with sales increasing by almost 40 percent over the last year.”

Based in Orlando, Florida and serving the Southeast U.S., Redbolt is a 4-year-old company that provides solutions for engineering and IT. As a value-added reseller (VAR) for PTC, a leader in product lifecycle management solutions, Redbolt offers a portfolio of integrated software, hardware, and service offerings, with a focus on 2D and 3D CAD/CAM.

Struggling to Be Heard

“As a small company with a lean operation, our contact database is the lifeblood of our business,” says Clark. “But until a year ago, we struggled to communicate with our customers and prospects.” For a period, employees used off-the-shelf contact management software, which had many shortcomings including lack of a centralized database and limited email functionality. Switching to a web-based sales force management service, Redbolt was again disappointed. “Their email module lacked many essential features, such as opt out, and it only allowed us to send a few hundred emails at a time. So we would spend hours and hours getting a mailing out to 10,000 people,” says Clark. “In fact, we pretty much gave up investing in lists because we were getting so bogged down in list management.”



Finally, the Redbolt team found the solution they were looking for. At a meeting for PTC VARs, Clark learned about IMN’s Total Channel Communications, a multi-tier, e-communications service PTC was offering to its resellers. With this service, PTC uses IMN’s advanced content management capabilities to upload articles, white papers, and other pre-created content into a content library. The content is then available to resellers like Redbolt, who can select content from the library and add their own content (if they wish) to build and distribute a newsletter or other promotional e-communications to their customer list, under their own brand and masthead. Because Redbolt “owns” the communication,

they receive any sales leads that result, while PTC benefits from the aggregate market intelligence that is gathered through a content readership analytics system.

Staying “Top of Mind” While Driving Revenue Growth

Redbolt uses the system in two ways. To stay “top of mind” and showcase its expertise in PTC solutions, the company sends out a quarterly newsletter. “I can put a newsletter together in as little as an hour,” says Clark. “I just select the PTC content we want to include, add some of our own – with hot links to key areas of our web site – and click ‘Send’. Distribution is incredibly fast. I usually receive my copy within 10 or 15 seconds.”

Redbolt has also enjoyed great success with its own promotional mailings, which can be put together in a few hours, using pre-defined templates and graphics. Repeat mailings can be created in a matter of minutes. “We have a time-limited promotion for new customers that offers them a significant savings; it accounts for roughly 25% of our revenue and has greatly expanded our customer base,” says Clark. “With other promotions targeted at existing customers, we’ve also been able to increase revenue from software upgrades, training and renewal of maintenance contracts.”

Gaining Insight, Enhancing Performance

Detailed analytics provide Redbolt with statistics on which users and what percentage of users are opening a mailing – typically 35% to 50% – and what content is most frequently read. In turn, Clark’s team can formulate promotional strategies and tailor future mailings to align with customers’ interests. The system also provides metrics – such as bad emails and full mailboxes – that can be used to improve the accuracy and efficiency of mailings.

“With Total Channel Communications, we’re getting better and better at putting the right message and offerings in front of the people who are most inclined to buy our solutions,” says Clark. “And that is a sure formula for success.”