

Microsoft Business Solutions

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Microsoft had recently acquired QuickSell Commerce (later names Microsoft Retail Management System) and was struggling to communicate with their newly acquired channel partners. Microsoft Business Solutions traditionally communicated with their channel partners via a series of industry-specific newsletters. However, readership of the Retail Insights newsletter was below 50%. Microsoft wanted to use the newsletter to promote a number of key 4th Quarter initiatives. However, they needed to get their subscription-base up and inform channel partners that the newsletter was going to be the primary source of information regarding initiatives and tools.

In the end, Microsoft was pleased to find that readership was at nearly 90%, and more importantly, **all key channel partners had subscribed.**

In addition, based on feedback from a number of RMS channel partners, the partners were pleased by the relevancy, clarity, and format of the communication pieces delivered.

Services include:

- Channel Planning
- Creative Strategy
- Direct Marketing
- Postcard & Email Blast Campaign
- Newsletter Content Development

