

SUCCESS STORY

Strategies Group: Building a Custom Campaign

Anyone in the construction and real estate industry knows that changes are part of the plan—and a flexible, cooperative approach often can manifest in something greater than the original. That's how Strategies Group (SGI), founded in 1984, became the Southeast's leading provider of customized software and hardware solutions for these particular industries. And as one of the largest Sage Software partners, SGI employs products such as Sage Timberline Office and Sage Master Builder to identify and implement unique products and services for businesses to become more efficient and profitable. So when the time came to build an attention-getting marketing campaign, SGI chose to partner with another unique leader: channelBOOST.

Past: SGI, along with so many other technical providers, faced marketing bandwidth constraints with many facets to cover and limited resources to do so. After managing marketing in house for a time, SGI eventually chose to partner with channelBOOST to streamline the process.

Present: SGI built their initial channelBOOST campaign with an emphasis on gaining new prospects; from there, they've continued their efforts to construct a broader customer base. Part of this effort includes facilitating brand impressions and awareness throughout the industry. A recent SGI symposium also got a little lift from channelBOOST's marketing creatives, resulting in one of SGI's best logistical conferences to date. Over the past six months, channelBOOST has solidified SGI's foundation with over 15,000 brand impressions to further the company's message of building with experience and expertise.

Future: Since their initial success with channelBOOST, SGI plans on quarterly campaigns to continue cultivating and refining a segment of their 10,000+ database through on-target messaging, unique creative and industry-specific offers.

"SGI really works to streamline processes in the construction market, so we wanted a partner who would do the same with our creative marketing. channelBOOST has been a valuable, collaborative partner who provides the flexibility we seek, and they're a integral asset to our sales and marketing efforts."

Craig Trussell | Vice President Sales & Marketing | Strategies Group