

Ingenyx

Case Study



The Client

Ingenyx provides a wide range of IT services in the networking, security, and information system arenas. They supply, install and support software, hardware, and services that are vital to ensuring that networking and security systems function securely and efficiently.

Ingenyx can provide anything from Gigabit fibre cabling, right the way through to the installation of a full VOIP data centre network, ensuring correct provision of all infrastructures.

Ingenyx deal extensively with Educational organisations and the Public Sector, but also have a number of commercial and corporate customers ranging from 5 user-managed networks through to 8000 users, and frequently deal with many varied applications, ranging from Microsoft upgrades and migrations, Anti Virus, Anti Spyware, Intrusion Prevention, and Content Filtering through to Email Archiving.

The Journey

In recent years, Ingenyx have gone from strength to strength as an organisation. As the organisation had grown, Managing Director Steve Robson recognised the need to ramp up their marketing activity in order to build on their success and continue to generate new business.

Previously, they had held their Marketing function internally, but with little success. Robson identified the need to bring in an outside partner going forward;

“In the past we had tried to carry out some minor marketing activities in a very ad hoc manner, and as a result we hadn’t really had any success.

I was looking to push our marketing function forward and I knew that we needed to update our website.

I had seen a letter from SO Marketing some weeks previously which I had kept hold of. Having made contact, I was impressed with their knowledge and experience of marketing, and thought their rates were very reasonable.”



The Challenge

Steve Robson's motivation for working with SO Marketing and increasing marketing activity was as simple as could be. More sales.

As well as improving the customer experience for those using his website, he wanted his customer base to know about the latest products and services he was providing, and to be able to generate tangible sales leads.

With no historically established structure for marketing at Ingenyx, SO Marketing were faced with the prospect of essentially re-starting activities from scratch, using their own skills to put a marketing calendar into place.

The Solution

SO Marketing got to work immediately, looking at Ingenyx's customer offerings and building a number of regular email campaigns around their products and services.

In implementing a weekly sending structure, the team were laying the foundations for a lead pipeline, which could continually be topped up and added to, to keep the Ingenyx sales team increasingly busy moving forwards.

To ensure that leads are properly identified and followed up, Ingenyx have access to detailed reports via the SO Mail portal (www.somarketing.com/somail), which gives them all the statistical information they require about their subscribers and newsletters - such as click-through statistics, open rates, unsubscriptions, bounced email addresses and forwards statistics, among other things.

When it came to updating the website, SO Marketing again began from scratch, producing a completely new design and navigation system to improve the customer experience, whilst also providing a content-managable back end, allowing Ingenyx staff to update their own website quickly, easily and efficiently.

Having a content managed site allows anyone within the business to make changes to the website instead of relying on the Marketing Manager or the agency to do the work. Changes are made by very simple web forms that allow for the editing of the content without having to consider formatting - thereby preserving the look and feel of the website.

The Results

As a result of SO Marketing's activities to date, Ingenyx now have the lead pipeline they were after. Their website is fully functional and easy to use and update, and their weekly eshots have been producing an admirable amount of leads and interest for the organisation.

Managing Director Steve Robson has been delighted with the results thus far;

“We have been really happy with the SO Marketing Relationship – they are really easy to work with and always understand exactly what it is we want. They know the industry really well and are very confident in what they are doing, whilst also remaining very approachable.

Since we started working with SO Marketing they have generated a number of leads for us and our general presence in the market has been noticed far more than it was before. I would have absolutely no hesitation in recommending SO Marketing, and in fact have done already to a number of my business contacts.”

Ingenyx have always provided exceptional service and solutions, the difference now is that far more of the potential marketplace is beginning to hear about it.

If you have any marketing requirements, no matter what the scale, why not call SO Marketing for a chat, or visit our website to see exactly what we can do for you? Our rates are as competitive as they come, and we deliver quality every time. **Contact us today from the details below.**