

Digital marketing tool case study

A must-have digital marketing tool

Denk IT is a medium-sized systems provider and award-winning Dell Technologies Platinum Partner that offers IT solutions to business customers.

Marketing manager Antonia Stiehler has recently been tasked with building up the company's marketing department, which currently has just two employees. Denk IT plans to expand its demand-generation activities to increase business opportunities.

The digital marketing tool helps bring in new business

"We constantly need up-to-date and engaging content for our flyers, e-mail newsletters and campaigns. Without this, we can't deliver efficient marketing that generates the right leads and grows revenue," explains Antonia. "Thanks to the Dell Technologies digital marketing tool, we no longer have to spend valuable time and effort searching for content on the Internet. Everything is at our fingertips: rich content and beautiful pictures, with the appropriate copyright—all on a single platform. We just need to customise it and send it out. This saves us a lot of time, simplifies our work and removes the headache of whether we actually have the right to use that content."

For example, Denk IT successfully used the digital marketing tool to run a campaign for an upcoming event with Dell Technologies. "Thanks to our joint campaign on social media, more than 100 people participated in the event," says Antonia. "It was a big success."



DENK IT
Denk Information Technology

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Marketing Manager, Denk IT



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Antonia Stiehler
Marketing Manager, Denk IT

Antonia’s tips to other Dell Technologies partners

- 1 If you’re a medium-sized company and want to generate the right leads and grow sales without expanding your marketing operations, I recommend you try the Dell Technologies digital marketing tool.
- 2 You can use the digital marketing tool with your existing infrastructure, selecting and customising compelling content that drives new business and combines your expertise as a partner with the strong Dell Technologies brand.
- 3 The digital marketing tool puts enterprise-level marketing tools into your hands so you can run your own campaigns. Simply launch the activities, and track your contacts from prospect to opportunity.

Compelling content simplifies and speeds up marketing campaigns

The Dell Technologies digital marketing tool not only has a wealth of ready-to-use content, but it also provides a platform that integrates several marketing solutions, such as email marketing, website analytics and social media syndication.

“We customise the content and images in the templates provided with our Denk IT branding. We then run campaigns together with Dell Technologies, send out newsletters and create social media posts,” says Antonia. “Our success shows that the tool is extremely efficient. The articles in our newsletters are of high quality and the click-through rate of our 2,000 subscribers has significantly increased as a result.”

The digital marketing tool brings together the best of both worlds: Denk IT’s expertise combined with Dell Technologies products. This means customers get an even better deal, with targeted IT solutions for their business.

Most importantly, the tool provides turnkey enterprise-level marketing capabilities to medium-sized players that would normally be reserved for bigger companies due to the cost and scale involved.

“This is an easy-to-use marketing platform that offers fantastic support—it’s invaluable when we’re running a campaign. We recommend it to other Dell Technologies partners,” says Antonia. “In the future, we plan to further expand its use for social media activities and videos, to create rich campaigns and social discussions that drive sales.”



Speak to your PAM or IPAM and start your journey with the [Dell Technologies digital marketing tool](#) now.