

MSM SOLUTIONS ESTABLISHES AUTHORITY AND BUILDS VALUE IN A DIGITAL WORLD WITH ZIFT SOLUTIONS

Case Study



ABOUT MSM SOLUTIONS

MSM Solutions is a leading integrator of barcode and RFID products. Founded in 1981, MSM Solutions (formerly Mid-South Marking Systems) is headquartered in Memphis, TN and services customers in all 50 U.S. states and around the globe. Learn more at www.msmsolutions.com.

MEASURABLE RESULTS

- ▶ +15K in pipeline and \$8K closed in under 5 months
- ▶ Increased website traffic and click-throughs
- ▶ New email campaigns launched every 2 weeks
- ▶ 5,400 interactions from 13 Emails
- ▶ Added 1,800 qualified leads
- ▶ ~4K prospects and new names in current database

THE CHALLENGES

After more than 30 years in business, MSM Solutions has weathered significant shifts across the technology, marketing and sales landscape. As a Premier Zebra Partner, MSM is committed to innovation and has stayed on the cutting-edge of asset management technology by offering its customers the very latest in RFID, barcode and mobile computing solutions tailored to the needs of multiple industries.

However, times have certainly changed on the sales and marketing front since MSM started. "The days of walking into a purchasing department, handing out business cards and taking potential clients out to lunch or steak dinners are over," said MSM Business Development Executive Matt Slutz.

"While I do love what eCommerce and the Internet have done for sales, they have really changed expectations for buyers," said Slutz. "Today's buyers want immediate access to information and are often hunting for the lowest price rather than the best solution. You have to do more to stay in front of your customers than ever before."

A solutions-oriented company in a fiercely competitive marketplace, MSM was not marketing its solutions and services as consistently or aggressively as it could have. The company also recently underwent a rebranding, changing its name from Mid-South Marking Systems to MSM Solutions. They needed help communicating their value consistently to prospects and customers, capturing information about their leads, and wanted to do more to stand out from the crowd across their key verticals.

THE SOLUTION

MSM started using Marketing Advocate in July 2014 as part of a Zebra Partner pilot program and transitioned to Zift Solutions soon after Zift acquired Marketing Advocate. Today, MSM is actively using Zift Content Syndication, Email Marketing and Concierge Services.

"Zift quickly became our go-to marketing resource and has given us the platform, content and support to build brand awareness and market ourselves much more effectively," said Slutz.

Dynamic Syndicated Content from Zebra is delivered directly into MSM's website through a simple web plug-in, providing fresh content that is relevant to the interests and industries of prospects. The plug-in also captures data about MSM's site visitors, taking much of the guesswork out of the sales process and enhancing lead nurturing efforts.

"We've seen a spike in our web traffic and the prospecting information the web plug-in provides makes it much easier to qualify leads," said Slutz. "Without a doubt, that gives our reps the ability to know exactly who's engaging in the content, when they are looking at it and next steps specific to where prospects are in the sales cycle."

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With the help of the Concierge Services team from Zift, targeted email campaigns are launched bi-weekly to current customers and prospects, promoting a blend of Zebra products and MSM solutions and services tailored to MSM's manufacturing, retail and logistics verticals.

"Very few people unsubscribe and we are getting a lot of phone calls and direct email responses to our campaigns," said Slutz. "Plus, we've been able to clean and append our in-house list with new names. Zift has helped us create a consolidated list that helps sales identify real prospects and see exactly how individuals have engaged with the company and our website."

THE RESULTS

"Zift has definitely helped us establish authority and build value in the digital world," said Slutz. "As the buying process has changed, Zift gives us the strong online presence we need, helping us stay top of mind and demonstrate our expertise."

In less than five months, Zift has helped MSM generate more than \$15,000 in sales pipeline and close \$8,000 in new business. Email campaigns are resonating with prospects and customers and MSM has seen 5,400 interactions on the 13 email campaigns launched since June. The company has added 1,800 new qualified leads to their system and now has approximately 4,000 prospects and new names in their database.

"After our name change, Zift also made it easy to reach out to longstanding customers and show new prospects that MSM was a forward-thinking company with a strong history," said Slutz. "New content and campaigns have also helped our brand resonate with people we might not have connected with before."

Concierge Services, which provide direct support and execute complete campaigns on behalf of MSM, have proved incredibly valuable. "The Zift team has helped us understand the dynamics involved in email marketing and strategic content development, which helps build value externally and internally," said Slutz.

"It's been a dream working with the Zift team and the platform," he said. "It's just easy and informative. It's helped me show just how important marketing and messaging is in staying in front of our current and prospective customer base."

