



CASE STUDY



Sales Enablement and Marketing Automation Success for Pantheon Computers

Whether you are a small business or a multi-million dollar corporation, doing business in today's competitive environment means you need access to effective and responsive sales and marketing tools that suit your unique business challenges. Mindmatrix's platform enables MSPs to respond to their regional markets, creating personalized sales collateral, accessing powerful analytics based on locations, and tracking and classifying leads.

Mindmatrix was selected by Pantheon back in January of 2018 to implement a sales and marketing enablement solution designed to focus specifically on email marketing, content, and analytics. Take a look at how the company successfully implemented the Mindmatrix platform to save money and avoid bringing on additional marketing resources in-house.

THE COMPANY:

Pantheon Computers is a Managed Service provider in Minnesota that manages corporate networks on a fixed monthly fee. Pantheon has a managed service, cloud enablement, and security group that specializes in those three areas of service.

THE CHALLENGE:

Before Mindmatrix, the salesman at Pantheon had a variety of tools to create their awareness but didn't have a full solution. They would send generic content out to their leads and contacts via conventional email, but not know if it was working or not, or who they should be focusing their time and attention on says Alex Spencer, one of the salesman. This was also a time-consuming process. Time that was not spent on selling.

THE SOLUTION:

Pantheon Computers was recommended to the Mindmatrix's MSP Advantage Program by fellow HTG group member, Syand. Through the solution, the salesmen now had access to a full library of MSP and vertical specific content plus many other tools and services. In addition to the new content, they'd meet with their consultant on a monthly basis to review activity and analytics, so they knew who to focus their time and energy on and who not to. Their sales enablement tools allowed them cover more ground quickly and a Concierge was available to do the busy work for them so they could focus solely on selling.

THE RESULT:

With Pantheon's social media and marketing automation campaigns running in the background, full library of MSP specific content to utilize any way they need, a concierge to do the 'admin' tasks and a consultant to provide analytics, best practices, and strategy, the salesman were able to focus solely on selling. Through seven months so far this year, Pantheon has achieved \$8000 in net new MRR in 2018 as well as \$10,000 in existing accounts for a total of \$18,000 they can attribute to the MSP Advantage Program.