



Daktech

Industry: Computer Hardware

Website URL:
<http://www.daktech.com>
iMark Customer Since:
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To differentiate from their competitors, Daktech needed a more effective and affordable way to keep in front of their customers and prospects. Using iMarketing Automation, Daktech executed highly interactive marketing campaigns with the image and measurability they wanted.

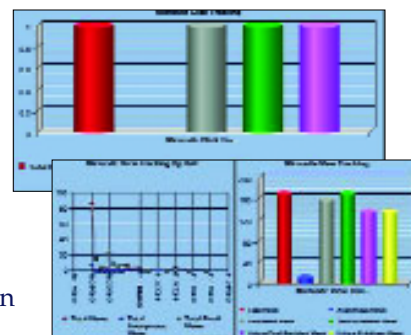
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From Customized Solutions, to Personalized Communications, Daktech Builds Exceptional Relationship Marketing Practices

With little brand recognition in an industry with fierce competition, Daktech computers needed a more productive and measurable way to stay in front of their customers and prospects. Serving small local businesses all the way up to the largest fast food company in the world, Daktech wanted to more effectively use technology in order to configure and deliver highly personalized communications in the same way they configure highly customized products and services for their broad range of customer needs. Although their current CRM solution provided some of the necessary capabilities, Daktech wasn't able to execute highly interactive marketing campaigns with the desired image and measurability they wanted—until they implemented iMarketing Automation.

Boosting Brand Recognition

Already implemented as their sales force automation solution, Goldmine CRM was also being used to execute Daktech's email marketing campaigns. With the huge limitation of only being able to send text-based messages, Daktech wasn't able to create the professional image they wanted and their results were much less than desired.



By using iMarketing Automation in conjunction with their CRM solution, Daktech can now deliver emails that are not only professional in appearance but also highly targeted and personalized. And because templates and messages can be managed centrally for all eight territories, the design, content, and consistency of their new messages have become powerful instruments in increasing brand recognition.

Delivering a Better Return on Marketing Investments

Prior to implementing iMarketing Automation, Daktech had few systems in place for measuring and analyzing marketing results. While marketing campaigns such as magazine advertisements, tradeshow and even costly catalogs did direct customers to the website or prompt telephone calls, there was nothing in place to track the lead source and identify which marketing tactics were working and which ones weren't. Daktech was spending \$15,000-\$20,000 to design, print and mail product catalogs alone, but they had no way of measuring or validating the results.

By using iMarketing Automation along with traditional marketing methods, Daktech can now track, measure and validate results across multiple campaigns.

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in the right place at the right time."

*-Steve Shark,
National Sales
Director*



Additionally, Daktech has been able to achieve faster and higher returns on their marketing investments by identifying sales that may have been missed with their traditional marketing tactics.

Allowing users to quickly analyze clicks and see who is interested in what has enabled Daktech's sales team to make huge strides in cross-selling and increasing turnaround. As Shark mentioned, "iMarketing Automation makes the whole sales process more efficient by knowing the level of interest in specific products. We know we've gotten more sales because we've been in the right place at the right time."

Executing Campaigns Quickly and Easily

Creating and sending personalized messages was a vital step for Daktech in educating consumers about their products and in validating their position relative to competitors. But in an industry where products change rapidly and opportunities come in short timeframes, quick campaign turnaround is also a new capability that Daktech has used to their advantage.

"We frequently receive short notice from our suppliers that they can offer significant discounts due to heavy inventories or temporary price declines in manufacturing. The only way to take advantage of those discounts is to use iMarketing Automation to get the message out to our customers in time to leverage the promotion. The other alternative would be to just assume our customers are interested, but then we might end up with a large supply of something we can't get rid of," noted Shark. Using iMarketing Automation, Daktech has been able to turn campaigns around within hours instead of days or weeks.

Getting Results Anytime, Anywhere

Not only has Daktech been able to turn campaigns around quickly, but because iMarketing Automation is an ASP solution, Daktech has also been able to execute campaigns via the internet while staff members are on the road. Shark recalls, "At a recent tradeshow, we were given the registrants' contact information. Because we had internet access, we simply loaded the data into iMarketing Automation and quickly sent off a communication. We were able to immediately leverage the information in order to drive attendees to our booth. We couldn't have done that with a traditional software solution."

Using the Right Tools

Features such as the iMarketing Automation Design Center with its Word-like content editor make creating professional looking emails easy. The Database Manager and List Builder allow contact information to be conveniently stored and quickly segmented. And, with the Communication Manager it's possible to send off messages with just a few clicks. Finally, the Analysis Manager provides a clear way to measure your results. Together, these capabilities provide Daktech with the power to build profitable customer relationships by easily maintaining ongoing contact using high quality, customized messages.

"By implementing iMarketing Automation, we have drastically improved our relationship marketing practices, and the new opportunities that have flourished as a result have been truly remarkable. We are able to target particular segments of our market, cross-sell, and increase turnaround like never before...it's just been tremendous." –Steve Shark, Daktech National Sales Director