

# case study

Savvy Counsel | Relevant Creative | Measurable Results

## Cultivating Sales Representative Relationships

### Project Scope – Marketing to and through Xerox Corporation

#### Situation

When SRC Solutions created EZ School Registration, the company did not have the capital to promote the software solution directly to schools nationwide.

SRC decided to secure a partnership with a company that already had substantial relationships in SRC's target market – K through 12 school districts.

SRC cultivated a relationship with Xerox Corporation and in late 2007 secured an agreement to sell EZ School Registration (EZSR) via Xerox's Education Sales Channel.

#### The Big Idea

As agency of record for SRC Solutions, Wavelength was asked to develop a program for marketing EZSR to and through Xerox sales reps.

Because this is a busy audience, we needed to keep EZSR front and center, provide useful sales tools and simplify the process of presenting EZSR to school district clients.

The key with this audience is to provide information that can be used to open solutions-oriented conversations. Email marketing provides sales reps with talking points, points of entry and industry information that can be used to pique an existing customer's interest and gain a meeting.

A "hidden" web page was created that Xerox reps could visit for new product information, brochure downloads, case studies and pricing.

We created demos to educate Xerox reps on top selling points and PowerPoint presentations to be used during their pitches.

Email communication with Xerox reps is measured after each blast. This is a high-performing tactic. Each blast yields between 20% and 35% of goal. The goal for this tactic is reads and click throughs to web content (averaging 10% for each campaign).

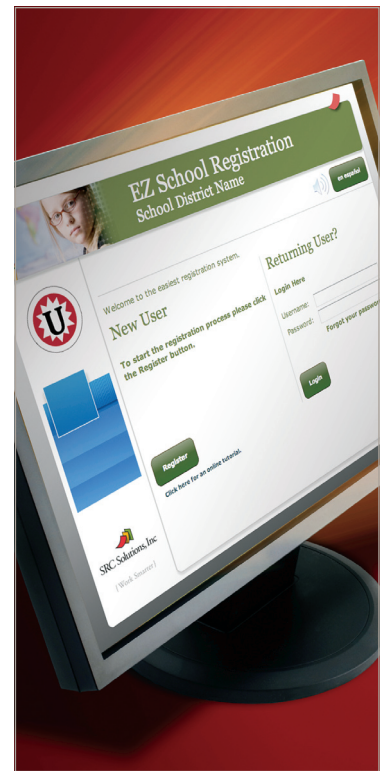
#### What We Could Do for You

- Channel marketing program development
- Value-driven content creation
- Build awareness to keep brand top of mind
- Provide end-user focused sales support materials

Call Jennifer Peterson at 717-823-6939 or visit us online at [www.wavelengthresults.com](http://www.wavelengthresults.com)

savvy counsel  
relevant creative  
measurable results

We put them to work for you.



## EZ School Registration



wavelength  
marketing LLC

1525 Oregon Pk. Suite 602  
Lancaster PA 17601  
717.823.6939  
[info@wavelengthresults.com](mailto:info@wavelengthresults.com)  
[wavelengthresults.com](http://wavelengthresults.com)