

• CASE STUDY •

Data-driven tech trends report positions Telarus as industry thought leader

**1K+ downloads of
the report**

**1/3 of active selling
partners engaged
with the report**

**Executive team went
from skeptical to sold**



“We’ve gotten feedback saying that we’re head and shoulders above our competition because we provided our selling partners with something really useful that they can use with their customers to display their expertise.”

Jennifer Dimas
CMO, Telarus

HIGHLIGHTS

Challenges

- Creating high-value and high-impact content
- Building thought leadership without leaning too much on an already overtaxed internal team
- Proving the value of a data-driven asset in the market

Solution

- Invested in collecting original research to elevate thought leadership
- Outsourced the project to research partners to reduce demand on internal leadership's time
- Managed the project tightly to keep it on track and reduce delays

Results

- 1K+ downloads of the report
- 1/3 of Telarus selling partners engaged with the report
- Leadership went from skeptical to sold on the value of investing in data-driven content
- Elevated Telarus thought leadership within the industry and amongst advisors and their end-user customers
- Maximized ROI by repurposing the report in multiple formats for multiple audiences from unpaid channels

Challenge

Build a strong thought leadership content program

Telarus is a global technology solutions distributor (TSD) with a singular focus on accelerating its selling partners' success. To provide unique and high-value insights to their partners, the marketing team and marketing consultant, Rachelle Lara, who advises Telarus on their content strategy, wanted to create a research-backed tech trends report. This initiative also sought to position their Vice Presidents of Advanced Solutions as industry thought leaders.

Unlike traditional content, such as blogs and case studies, this inaugural report would leverage survey data from their selling partners as well as C-suite enterprise-level end users, like CIOs. The team believed this type of data-backed content would deliver a lot of value to their partners while reducing the time burden on executives, which was crucial. They also felt this type of content would best achieve their goal of increasing Telarus' thought leadership.

"This is a very relationship-driven business and a very engaged audience," says Dimas. "Advisors are looking for ways to increase confidence and trust with their customers and there was a vacuum for scientifically-managed data in our space."

However, because this was a new approach to thought leadership content, the Telarus leadership team was unsure of its value or priority. Fortunately, Dimas, who believed strongly in the value of data-driven content, was able to convince the leadership team to approve the project.

“Telarus wants to position itself as a trusted advisor and resource and this type of research would serve as valuable, high-quality free content that their partners aren’t getting with other TSDs they work with.”

- Rachelle Lara, marketing consultant

Solution

Redpoint delivers smart guidance and strong project management

Once Telarus committed to a data-driven tech trends report, the next step was finding the right research partners. Lara and the marketing team determined they wanted to survey two separate audiences: their selling partners, and CIOs and CXOs that their partners would be selling to directly.

“It was a nice balancing factor,” says Dimas. “We have a complex, multi-tiered marketplace and it gave depth to our analysis to have both audiences surveyed.”

Dimas had worked with Constellation Research and brought them on to survey the CIO/CXO audience. To assist with surveying their partner email list, and to manage the overall research portion of the project, Lara recommended Redpoint.

What set Redpoint apart for Lara is that they offered a customized, end-to-end service and they had good relationships with B2B tech panel vendors. Price also came into play, as they were cost-effective. For Dimas' part, she trusted Lara's recommendation for a partner, but she felt even better about the partnership once she met with Redpoint. "We were impressed and knew we could work well together," says Dimas.

Throughout the project, Telarus appreciated that Redpoint was very efficient with their process. "They asked smart questions, were super-fast with turnaround, very organized and responsive, and the process was just easy and streamlined," says Lara. "I never had to worry about being off track with the timeline. The project management piece was amazing."

Dimas also felt that Redpoint's expertise in guiding the entire project was one area Redpoint really shined.

"What I really appreciated was Redpoint's work style and approach. We have a tendency to revisit topics internally, but Redpoint kept us on task. They listened and then moved the ball forward and did it with grace."

–Jennifer Dimas, CMO, Telarus

Results

Redpoint's 3R research process is rigorous, reliable and delivers results

The project has been a bigger success than the marketing team could have imagined. The report has been downloaded more than 1,000 times with over a third of their active selling partners engaging with the content.

“We have more than 4,500 active selling partners – that’s how many people will have booked an opportunity with us and done business with us at some point during the year. A third of those people downloaded and engaged with this report. That is a powerful impact and reach.”

–Jennifer Dimas, CMO, Telarus

The final report has also generated a lot of media interest for Telarus, with several articles published on tech topics that used the data from Telarus’ report. The data has also been used organization-wide. “These trends were teased out at our annual summit. Many keynotes that the Telarus’ C-Suite leveraged cited data from the report,” says Lara.

Another way Telarus has been able to maximize their investment in the research is through repurposing the data. In addition to creating the initial 2023 Tech Trends Report, which was intended for their selling partners, Telarus also created another version that selling partners could then distribute to their end user customers.

“The sales reps are out there, putting the report into the market, having conversations with their advisors saying, ‘Hey, have you considered talking about this with your end user customer? Have you looked at this report?’ From an operational perspective, I feel like we did a really good job of promoting the piece and getting it into the hands of advisors who can use it to grow their businesses and increase their customers' confidence in their guidance. It's not just a marketing asset. It's being used in field enablement, and all of the organization is offering it.”

–Jennifer Dimas, CMO, Telarus

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