

An Inspired Marketing™ Success Story: Toshiba Telecommunication Systems Division

TOSHIBA Leading Innovation >>>

Introduction

Toshiba America Information Systems Telecommunication Systems Division (TAIS TSD) provides business telephone systems to small and medium-sized enterprises, national multi-site retail and restaurant companies and government offices. Consistently a leader in Voice over IP and Unified Communications solutions, Toshiba sells exclusively through its nationwide Authorized Dealer Network. To keep its dealers aware of new products and promotional offers, Toshiba distributes branded collateral and sales resources directly to them for use with their sales efforts.

The Challenges

Toshiba maintains channel marketing relationships with 400 nationwide authorized dealers and regularly communicates with this dealer channel through email updates, webcasts, partner account managers and reseller conferences. The team also maintains a partner information site where resellers can access sales materials and product information.

Toshiba incorporated a marketing program to help dealers add customized content information to print their own collateral, but the team was disappointed with the low-usage statistics. Thinking that the tool's less than user-friendly functionality prevented their dealers from utilizing these materials, the Toshiba marketing team went in search of a better solution. Marketing management believed that distributing collateral resources to their active and engaged channel should be easy, fast and effective – and with the Ethofy Inspired Marketing suite, they found a solution.

The Plan

The Toshiba team worked closely with the Ethofy team to clearly define goals and build a comprehensive go-to-partner launch plan. Unlike competitors' products, the Ethofy Inspired Marketing suite makes it easy for manufacturers to distribute both web and print collateral from a single online site, so Toshiba created a package of both web and print materials to upload to the partner portal.

Within weeks, Ethofy launched a customized Inspired Marketing suite partner portal branded with Toshiba colors, logo and messaging. To make the Inspired Marketing suite appear a seamless part of Toshiba's existing FYI dealer resource site, Ethofy launched a branded version of the suite that was built to Toshiba's branding guidelines. Toshiba dealers enter the Inspired Marketing suite tools through the FYI site and use one dealer ID/password to access all of the Toshiba collateral and partner resources.

To increase the number of dealers using the site and to let them know that Toshiba had launched a more effective, user-friendly online marketing program, Toshiba sponsored a dealer training webcast and a dealer call-down to encourage dealers to use the new suite of marketing tools. The team also promoted the site in their regular channel communications.

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Nisha Sheth, Marketing Manager
Toshiba America Information Systems, Inc.
Telecommunication Systems Division

The Results

While visiting the suite and using the tools, Toshiba partners can customize flyers, brochures, folders and mailers with their own unique contact information and company logo. Toshiba invited a few premier dealers to test the site, and the positive results were immediate. Dealer feedback showed that they found the site easy-to-use and relevant to their sales outreach. In fact, some dealers even submitted requests for additional types of content to customize and use in their sales efforts. A brief introductory webcast marked the debut of the suite to the Authorized Toshiba dealer channel. Dealers engaged with the Toshiba and Ethofy teams to ask questions about content and the features of the suite. Toshiba noted that the webcast attendance was significantly higher than some other webcasts – a result of consistent promotion of the webcast in dealer communications and the call-down. The Toshiba call-down generated 638 unique leads, which resulted in representatives conducting more than 150 conversations to encourage Toshiba dealers to visit the site. During this month-long rollout period, Toshiba dealers downloaded 414 pieces of customized content – an 84% increase over Toshiba’s previous annual total.

Toshiba’s first quarter reports show that their branded version of the Inspired Marketing suite continues to provide value to their channel partners. Partners have generated over 1,500 pieces of unique content for use in their sales efforts, and Toshiba’s channel marketing team has specific usage statistics that show what types of content partners download the most. Using these metrics, the team continues to tailor their marketing plans to drive better return-on-marketing-investment (ROMI) for both current and future campaigns.

“Customizing the tools to meet our dealer’s needs made this program a success,” said Nisha Sheth (Marketing Manager) at Toshiba. “Through Ethofy, we are able to give our dealers the customizable promotional materials they need and want to help with their sales efforts. Based on the huge increase in usage, we are excited about this new way to support our channel.” From start to finish, the launch of Toshiba’s branded version of the Inspired Marketing suite took eight weeks, making the suite an easy addition to Toshiba’s existing dealer outreach plans.

Toshiba dealers no longer need to visit multiple sites for content or to request materials through their account managers. Ethofy’s Inspired Marketing suite interface is easy to navigate and self-serve tools let partners select and customize the materials that best fit their business needs. By providing web content and customized sales materials, the Inspired Marketing suite puts the power of Toshiba’s marketing dollars into the hands of Toshiba’s authorized dealers.

Ethofy’s Inspired Marketing suite seamlessly integrated into Toshiba’s existing partner portal to provide marketing tools that push Toshiba’s logo, messaging and materials into the sales channel. Managing the suite is easy, and now Toshiba Telecommunication Systems Division has a complete set of metrics to drive their forward going marketing strategy. It’s a win/win solution, and it’s powered by the Ethofy Inspired Marketing suite.

