



# Microsoft's 1st Canadian Cloud Partner Drives Consistent Growth & Client Communications

A Maven Collective Marketing Case Study

## KEY HIGHLIGHTS

**+2,000%**  
Increase in  
Website Traffic

**+800%**  
Increase in Event  
Marketing & Email Leads

**+12**  
Microsoft Marketplace  
/ CoSell Listings

# Steeves and Associates

Your go-to Microsoft Cloud Partner that works alongside your team, as a true Partner

**Established:** 1993

**Location:** Vancouver, BC, Canada

#### Microsoft Partnership:

- Microsoft Cloud Solution Provider (CSP)
- System Integrator (SI)

#### Core Industries Served:

- Higher Education
- Public Sector
- Energy & Resources

#### Spotlight:

- 🏆 Inaugural 100 Microsoft FasTrack Partner
- 🏆 Elite Security + Mobility & Windows Partners
- 🏆 Microsoft Gold Certified
- 🏆 Microsoft 1st Canadian Cloud Partner



*"We've been working with Maven Collective Marketing for several years. They helped us greatly with our marketing efforts and are an incredibly valued resource! I highly recommend Maven Collective."*

– Bruce Piper, Solutions Architect, Steeves and Associates

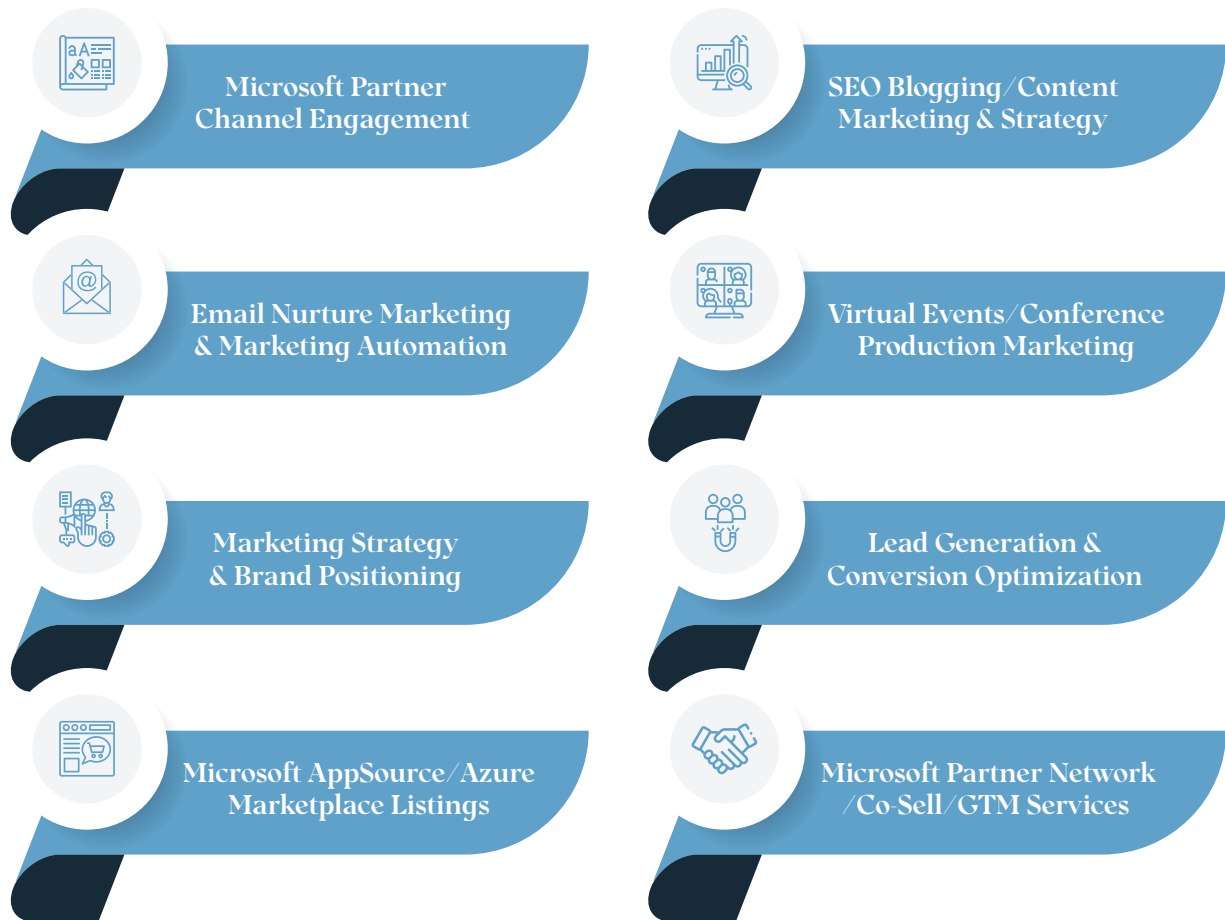
## Growth and Consistency Challenges

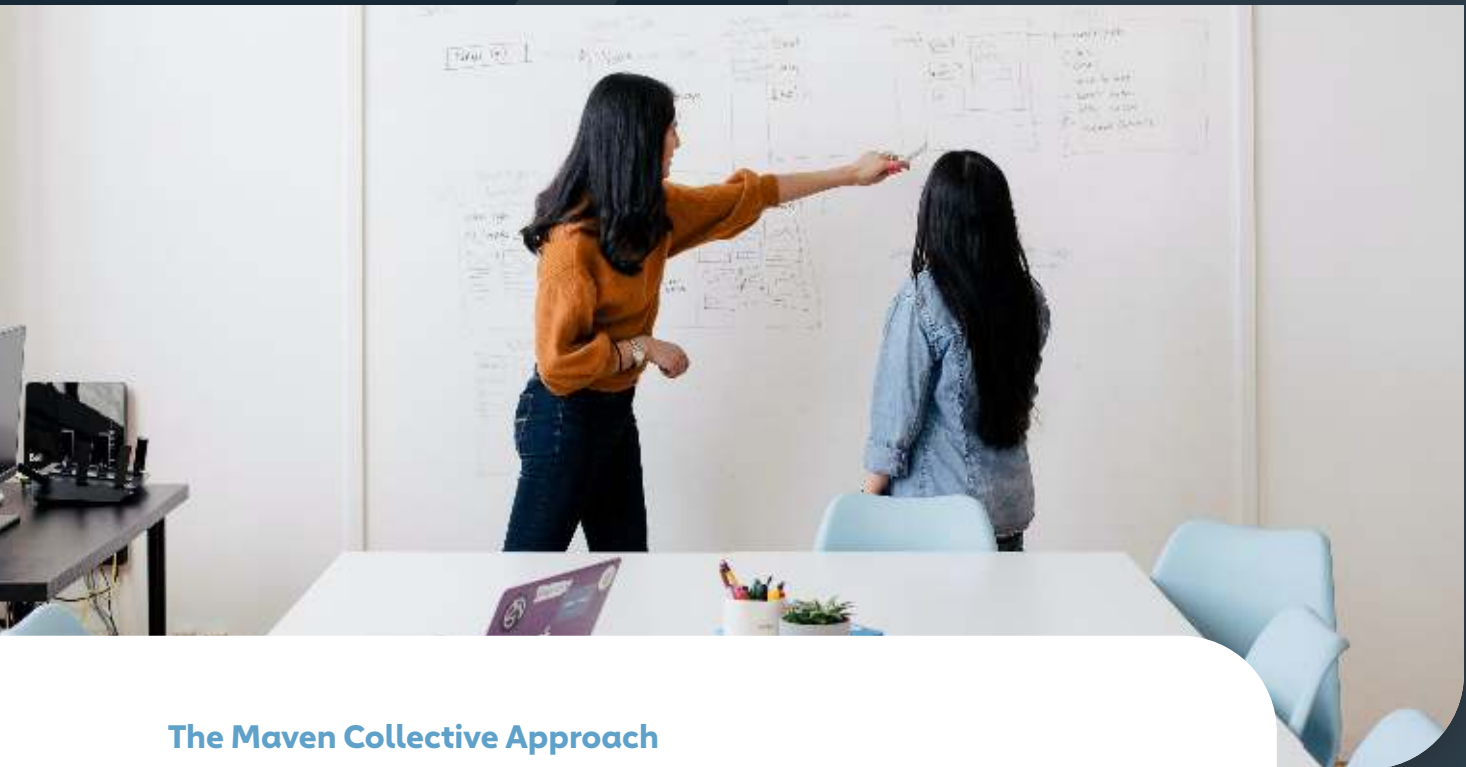
A long-standing, respected member of the Microsoft Partner community, Steeves and Associates identified a gap in its client communications. Beyond this, the organization needed a more pragmatic way to drive awareness of its work, expertise, and expanded service offerings to further propel project demand.

Steeves and Associates needed to find an easier way to deliver consistent communications to client and prospective customers to grow its business effectively in the already saturated Enterprise Technology Services sector.

Enter Maven Collective Marketing, introduced by a trusted partner of Steeves and Associates, the team knew they had found the right match with the specialized, award-winning Microsoft Partner Marketing agency that not only understood B2B Digital Marketing, but the Microsoft Partner ecosystem as well.

### Steeves and Associates Addresses Challenges with these Maven Partner Marketing Services





## The Maven Collective Approach

Maven Collective Marketing takes a unique approach to working with each Microsoft Partner, through diligent benchmarking, understanding individualized expertise and authority, calculating impact, and fostering a habitat for success.

First, Maven Collective Marketing assessed Steeves and Associates' need to strengthen communications with their client base, establishing its first ever blog from the perspective of the Steeves and Associates subject matter experts (SMEs). Then, Maven Collective Marketing built and added supporting lead generation resources, email marketing, search engine optimization, in person events, virtual events and more.

Since then, for more than five years, Maven Collective Marketing has worked alongside Steeves and Associates as an extension of its team.

Beyond this, Maven Collective Marketing has set up Steeves and Associates on the Microsoft Partner Network (now the Microsoft Cloud Partner Program) to launch and optimize proprietary Azure Marketplace listings, Microsoft AppSource listings, One Commercial Marketplace listings, Co-Sell Ready Status listings, GoToMarket Services, Microsoft Business Profiles and facilitate other Microsoft listings and marketplace services.

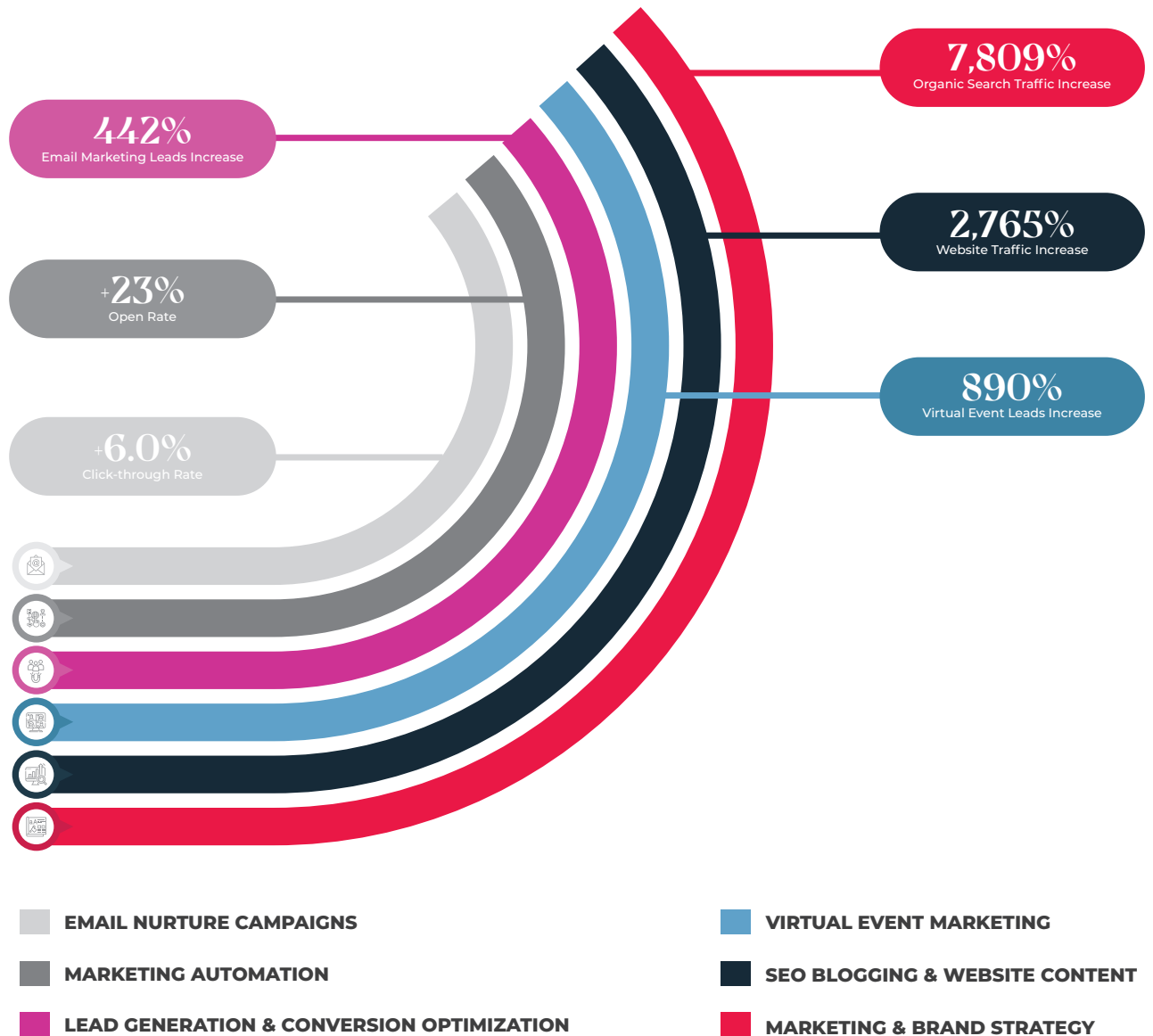


*Maven Collective is fantastic to work with and know Digital Marketing cold. Year over year Maven Collective has taken us up to 500-1000% increase in various traffic measurements. They are an absolute pleasure to work with and work well with our internal team and vendors to make things happen! We were stuck until we engaged Maven Collective."*

– Dave Steeves, CEO, Steeves and Associates

## Meaningful Growth with Measurable Results

Maven Collective Marketing demonstrated its expertise with a substantial and sustained growth in website performance, lead generation and marketing qualified business leads.



## Work with the Mavens

Maven Collective Marketing is the award-winning Microsoft Partner Marketing agency that delivers the expertise you can measure to Microsoft Partners across the globe. For more than a decade, Maven Collective Marketing has helped Partners evolve digital marketing practices to compete and thrive in the oversaturated marketplace of software sameness.

If you are a Microsoft CSP, Microsoft ISV, Microsoft MSP, and/or Microsoft Reseller interested in working with an award-winning B2B marketing agency that not only delivers measurable online marketing results but can also help you leverage the Microsoft Partner ecosystem for greater exposure of your business and solutions, look no further.

### Your Award-Winning, Results Focused Marketing Partner



## Exceed Your Growth Goals. Let's Embark...

+1 800-603-2902

[mavencollectivemarketing.com](http://mavencollectivemarketing.com)

[mavens@mavencollectivemarketing.com](mailto:mavens@mavencollectivemarketing.com)