



Microsoft ISV Solidifies Position as a Market Leader for Intranet Solutions

A Maven Collective Marketing Case Study

KEY HIGHLIGHTS

35%
Increase in Marketing
Qualified Leads

67%
Increase in Sales
Qualified Leads

176%
Increase in
Revenue

Successful
Acquisition
of Business

BONZAI

The stress-free intranet.

Established: 2014

Location: Austin, Texas, USA

Microsoft Partnership:

- Microsoft Independent Software Vendor (ISV)

Core Industries Served:

- Financial
- Enterprise
- SMBs

Spotlight:

- 🏆 Microsoft Certified Gold Partner
- 🏆 Office 365 SaaS-Based Intranet Solution
- 🏆 Nielsen Norman Intranet Design Awards (X2)
- 🏆 Nintex Solution Innovation Award
- 🏆 CUNA Councils Diamond Website Award



Maven Collective Marketing has elevated our brand to new heights, from every individual piece of educational collateral to our stunning and comprehensive website. Although the website is only a few weeks old, we have already seen a significant increase in the quality of our website leads, resulting in nearly 100% conversion to a demo."

– Marisa Goldenberg, CEO, BONZAI

Challenges with Brand Position in a Crowded Marketplace

While BONZAI successfully created an award-winning customizable intranet, they quickly identified that there was a gap in their marketing strategy preventing them from positioning themselves as a leader in the crowded marketplace. The organization needed a robust lead generation strategy to qualify and nurture Small & Midsize Businesses (SMBs) and Enterprise-sized prospects.

BONZAI was stuck on how to position their brand for growth to establish themselves in the intranet space and needed to redefine their brand and strategy in order to do so.

Maven Collective Marketing empowered BONZAI to address brand positioning and lead generation by formulating a long-term vision which helped them achieve their goal of marketing as an Intranet & Digital Workplace Thought Leadership Hub.

BONZAI Intranet Named Leader with Maven Collective’s Award-Winning Services



In Partnership with Etude.Digital

Maven Collective Marketing collaborated with Etude.Digital, formerly known as Creative Engine, a website design firm in Vancouver, Canada, to redesign BONZAI Intranet’s website and help them position themselves as a leader in digital workplace solutions.



The Maven Collective Approach

Maven Collective Marketing works to implement a tailored marketing strategy for each client, whether that means redesigning a website to better reflect a brand or tracking buyer journeys to better understand and qualify leads likely to convert.

BONZAI Intranet brought on Maven Collective Marketing to identify strategic marketing issues, establish BONZAI as a market leader, and attract qualified leads. The arrangement commenced with Maven Collective Marketing conducting a proprietary digital marketing and buyer journey audit to identify the priority issues. Based on the audit findings, Maven Collective formulated a strategy, and long-term vision to help BONZAI excel in brand positioning, lead generation, SEO/SEM, team alignment, website performance, and buyer journey tracking.

As a first step, the Mavens, along with Etude.Digital, designed and implemented a website refresh to better reflect BONZAI Intranet as a brand and facilitate its acquisition. With the website refresh and updated content marketing strategy, BONZAI Intranet was able to better attract marketing and sales qualified leads and as a result, increase their revenue by 176%.

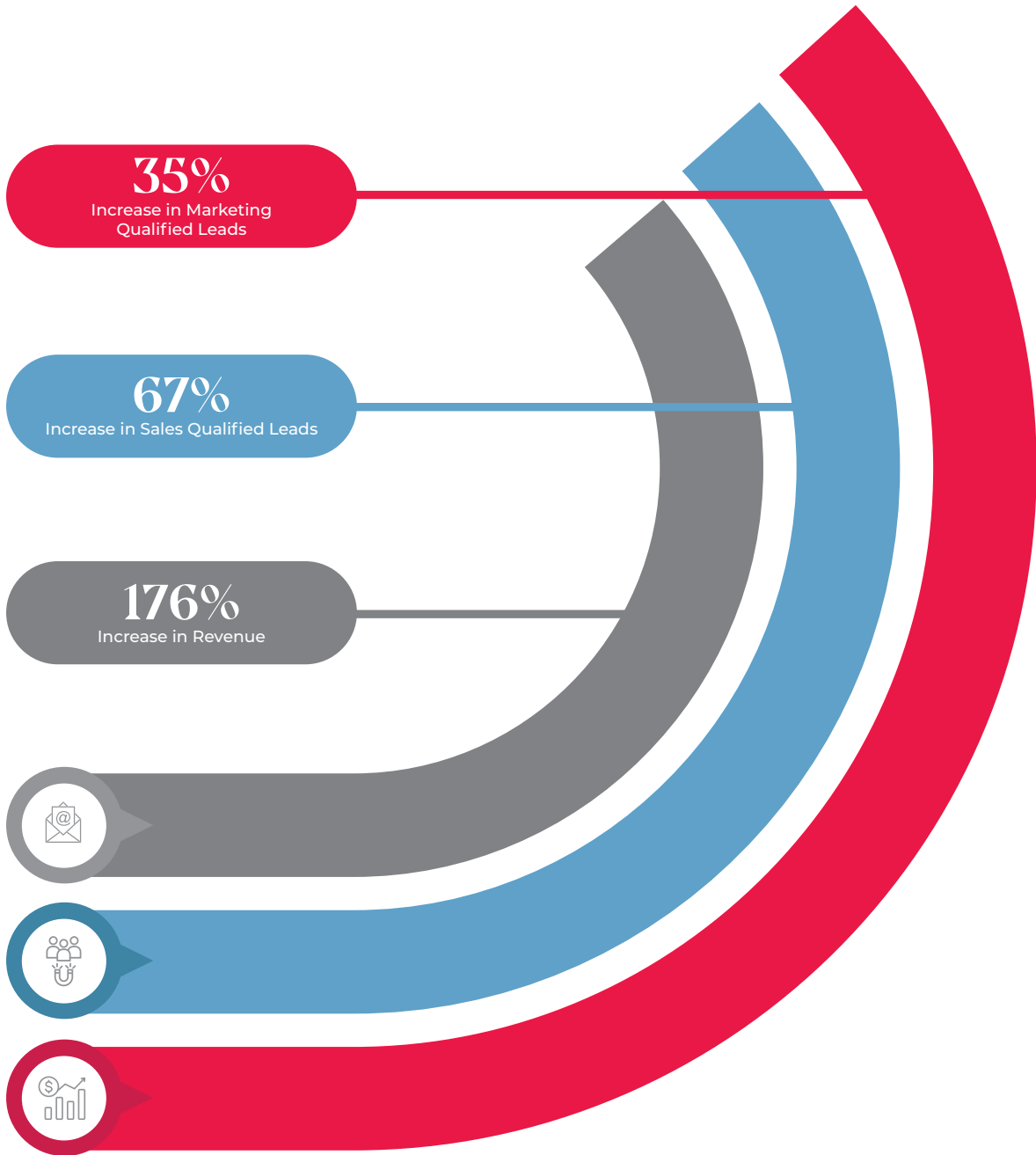
Maven Collective Marketing went on to support BONZAI with a clear go-to-market messaging and informative marketing collateral that enabled the company to nurture incoming SMB and Enterprise-Level prospects into new customers. With Maven Collective’s consistent partnership and ability to collaborate with the internal team at BONZAI, the organization defined itself as an award-winning digital workplace solution provider to eventually get acquired by ESW Capital.

Award-Winning Services



Meaningful Growth with Measurable Results

Maven Collective Marketing demonstrated its expertise by positioning BONZAI as an industry leader, resulting in an increase in qualified leads and revenue.



Work with the Mavens

Maven Collective Marketing delivers the B2B marketing expertise you can measure to yield award-winning results for SaaS and software services clients, including Microsoft Partners across the globe. For more than a decade, Maven Collective Marketing has helped these organizations evolve their 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...

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