



Microsoft ISV Partner Establishes New Business Model & Increases Total Revenue By 350%

A Maven Collective Marketing Case Study

KEY HIGHLIGHTS

500%

Increase in Total
Revenue

352%

Increase in App Revenue
Year over Year

3326%

Increase in Organic
Search Traffic

2243%

Increase in Website
Users

EFOQUS

Exhale Deeply, Achieve More.

Established: 2018

Location: Vancouver, BC, Canada

Microsoft Partnership:

- Independent Software Vendor (ISV)
- System Integrator (SI)

Core Industries Served:

- Industry Suppliers
- Professional Services



“Quite often, vendors are very generic in the way they approach things. Maven Collective Marketing’s understanding of our line of business and the challenges we have is impressive. They’re also able to combine that with the right marketing tools and techniques. I would highly recommend them.”

– Lars Agger, Managing Director, EFOQUS

Introducing EFOQUS

EFOQUS, a Microsoft Dynamics 365 Partner was founded in 2000 as a Denmark-based company. It commenced its work with Maven Collective Marketing in 2018 to position its company and product in the oversaturated B2B software market in Canada and establish its presence in the Canadian Microsoft ISV market. Over these years, the business evolved from a service-first model to an app-first business model, triggering the company to refresh its stance to attract the most relevant clients.

Maven Partner Marketing Services Delivered

- Website Redesign and Brand Relaunch
- Brand Redevelopment & Graphic Design
- Marketing Strategy & Brand Positioning
- Microsoft AppSource Marketplace Listing
- SEO Blogging/Content Marketing Strategy
- Case Study Development & Production
- Product Sheets Development & Production
- Virtual Events/Conference Production Marketing
- Email Marketing /Marketing Automation
- Social Media Marketing Strategy & Management
- CRM/MAS Strategy & Management

Microsoft Marketplace Listing Icons & Product Logos

- SharePoint Connector
- Cloud Replicator
- Advanced Account Schedules
- Advanced Cloud Security
- Advanced Intercompany
- Business Central Web Server
- Bank of Canada Integration
- Web Server for Nav (and Business Central)
- Certify for Microsoft Dynamics 365 Business Central

The Maven Collective Approach

With a few years of resounding success in North American market with the Mavens, EFOQUS initiated a brand refresh to translate their strategic shift to a product first company and client focus.

Old Logo



New Logo



The updated brand delivers a clear picture of the company's refreshed focus, delivering Dynamics 365 BC applications that fill the gaps and streamlines the integration throughout the Microsoft tech stack.

Maven Collective Marketing lead a complete brand and website overhaul which entailed rebranding, repositioning, information gathering, graphic design, SEO content development, website development, conversion optimization, plus website launch planning and marketing campaigns that include media relations, video marketing, social media marketing and virtual events.

Maven Collective Marketing crafted a calculated introduction to the company's significant pivot as a product-based organization. Key activities that facilitated the brand relaunch included:

1. Inaugural Brand Pilot Program:

Maven Collective Marketing commenced the launch with an exclusive initiative, placing the internal EFOQUS team at the forefront of the relaunch. To immerse them in the essence of the brand's evolved strategic positioning, Maven Collective ensured that the internal team was acquainted with the new business direction. Complementing this campaign, we introduced an updated array of brand merchandise, solidifying EFOQUS's commitment to the reimaged identity.

2. External Brand Launch Campaign:

Maven Collective Marketing artfully blended the interests of EFOQUS's North American audience with the assurance of collaborating with a renowned Dynamics 365 BC expert such as EFOQUS. This harmonious fusion was brought to life through a series of captivating desk-stretching videos, personally led by a certified yoga instructor. These promotional pieces illuminated the seamless nature of partnerships with EFOQUS, all while spotlighting its brand ethos encapsulated in the mantra, 'Exhale Deeply, Achieve More.' By utilizing channels including YouTube, LinkedIn, and Twitter, Maven Collective strategically disseminated the new positioning, resulting in resounding intrigue surrounding EFOQUS's resurgent business direction.

3. Employee Advocacy & Awareness Drive:

Infusing authenticity and credibility into the campaign, Maven Collective put an interactive spin by leveraging the internal workforce to promote the launch. This strategic alignment, along with the team's palpable sense of enthusiasm, spurred heightened engagement across social media platforms and cultivated a vibrant EFOQUS follower network.

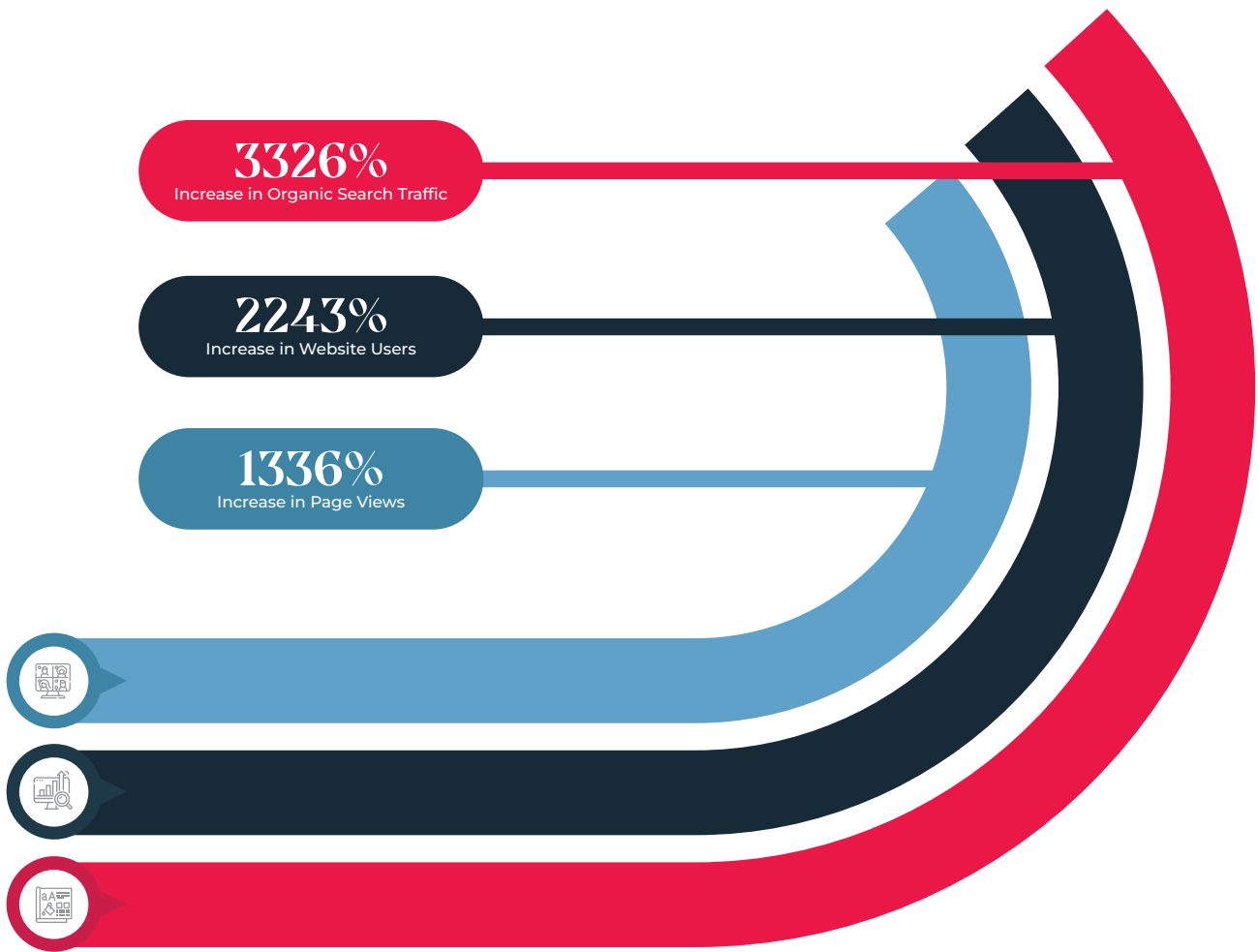
Maven Collective Marketing is a very important partner for us and has been a big reason for our success. We've seen a big difference in new deals, opportunities, more site visits, and clicks since working with Maven Collective Marketing — it's been phenomenal."

— Mark Buchmann, Account Executive, EFOQUS



Measurable Rebranding Results with Maven Collective Marketing

The brand refresh strategy boosted EFOQUS's overall online performance. Compared to the old site, the new site has seen a significant increase in many parameters since launch, including:



Moreover, during the engagement, Maven Collective enabled EFOQUS to achieve the following astounding milestones:



Work with the Mavens

Recognized as 2023 B2B Agency of the Year by PR Daily and Top 10 Digital Marketing Companies in Canada 2023 by MarTech Outlook Magazine, Maven Collective Marketing is a leading B2B marketing agency that specializes in delivering measurable results for SaaS and software services clients worldwide, with a focus on Microsoft Partners. Their award-winning services encompass a wide range of digital marketing strategies, including branding, SEO, content development, website design/development, event marketing, paid advertising, etc. Plus, Microsoft Partner Marketing services including Commercial Marketplace listings, Co-Sell Ready listings, Partner Solutions Adoption Gallery listings, Partner profiles, innovative MS Partner Digital Self-Audit packages and tailored content creation services as the exclusive Content Development Services Provider for MSDynamics World.

Leveraging a deep knowledge of the Microsoft landscape, the agency has a solid reputation for creating dynamic, effective strategies for demand creation, lead generation, and customer retention. Since 2012, Maven Collective has consistently garnered prestigious industry recognition with accolades from Clutch, AVA Digital, w3, Davey, WebAward, dotComm, Ragan PR Daily, Summit Creative, and Summit Marketing Effectiveness. As certified Google Partner, HubSpot Solutions Provider, ClickDimension Certified Business, ActiveCampaign Official Agency Partner, and Dripify Affiliate, Maven Collective's expertise sets them apart, supporting longstanding relationships with many valued clients.

Your Award-Winning, Results Focused Marketing Partner



Exceed Your Growth Goals. Let's Embark..

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