



Xtra Mile Helps MedOne Convert Unique Leads into Profitable Large-Scale Engagements

Quick Facts

Customer:

Leading provider of next-generation hosting services and IT cloud solutions

Industry:

Data Centers and enterprise grade Public cloud Provider

Solution:

End-to-end marketing efforts to create awareness, generate qualified leads, and promote the company's services

Results:

- Increase in quality leads
- New solutions launched in light of inputs from leads
- More awareness through exposure in social media, LinkedIn, content distribution, roundtables, and events

About MedOne

MedOne provides next-generation hosting services and public cloud solutions in the most advanced data center installations in the Middle East.

MedOne specializes in providing unmatched data center, cloud and communications solutions to enterprises, offering access to the company's unique three data center facilities covering 17,000 square meters (180,000 square feet).

Backed by a team of highly trained experts, MedOne offers a variety of solutions, including hosting solutions for IT centers (production) and backup (DR) sites, comprehensive business continuity solutions, and both public and hybrid cloud-computing solutions. The company's unique services are covered by strict SLAs (service level agreements) that cater for the needs of each customer.

www.medone.co.il

The Need

Several years ago, MedOne made a strategic decision to concentrate on public cloud computing services alongside their existing data center services. This new focus required MedOne to educate the market and gain more exposure to their new offering. This led to their first encounter with Xtra Mile. They embarked in several marketing campaigns, including digital, which led to a long-term beneficial relationship for both companies.





"The partnership between MedOne and Xtra Mile is a match made in heaven," says Eli Matara, VP Marketing and Sales.

"From my very first meeting with Sharon Israel, Xtra Mile's Co-CEO and Founder, I knew they were the right company for us. We work in very close cooperation and obtain the results we want.

We recently held an event in South Africa and asked for the 'wow' effect. We got it, and how! Every single detail was attended to and the entire production was run impeccably. The event was a great success.

Xtra Mile are true marketing partners."

*Eli Matara
VP Marketing and sales*

The Approach

Xtra Mile provides MedOne with the services of an entire marketing department.

An experienced B2B marketing manager from Xtra Mile works in the MedOne offices full time. Together with the marketing agency's professionals and with the involvement of the MedOne management team, the marketing manager makes yearly marketing plans, determines the physical and digital strategy, defines measurements and executes ongoing activities.

The Xtra Mile marketing manager has an entire backoffice of experts from the agency working for MedOne, each providing their skills and expertise in the campaign being worked on – LinkedIn promotions, exhibitions, content writing for professional outlets, blog posts and social media, and more. In fact, Eli Matara, MedOne's VP Marketing and Sales has an entire virtual marketing department at the disposal of the company, increasing its exposure and sales.

The Xtra Mile team also supports MedOne's activities with business partners, initiating comarketing activities with international companies like Dimension Data and Cisco – MedOne's cloud partners. The agency also plans and executes campaigns with other global and local business partners, including NetApp, Veam, Experis Cyber and many others.

To measure results, MedOne uses Sales Force, where the company manages the leads obtained and draws conclusions for future activities.

Results

- Leads converted into contracts to the tune of millions of dollars annually – ROI is measured in quality rather than quantity
- Marketing activities are defined and designed based on inputs from actual campaigns
- New solutions are launched based on inputs from leads
- More articles, roundtables, LinkedIn posts are generated to create more awareness and more leads