

Digital Kungfu + Axiz



Digital Kungfu delivers a 9 to 1 return on marketing investment for Axiz in under four weeks.



About Aixz

Industry: Enterprise

Technology Solutions

Location: South Africa

Solution: Microsoft Azure

Web: www.axiz.com

The Client

To Axiz, customers are more than just buyers of products, software and services. They are partners that Axiz interlocks with at their level of technology adoption.

Axiz engages its partners where they are at in the ecosystem and provide a guided engagement to get them to their succeeding level of the journey with the brand, solution or service's relevance they are acquiring for their customer's success. From certification to digital enablement, Axiz provides a multi-tiered partner journey that assures joint value creation.

The Challenge

Axiz is a top value-added distributor of the world's leading enterprise technologies. In South Africa, the Axiz team has a clear goal: They want businesses (particularly SMEs) to enjoy 99.9% uptime of their operational systems.

They don't want SMEs to ever have to worry about load shedding again. And they particularly want to protect local businesses, their productivity levels and help them deliver what they promise to their own clients.

But there is a challenge. While all of these eventualities are possible when you migrate to the cloud, many South African businesses are not ready for that step.

This is for a number of reasons, ranging from wanting to sweat their on-prem assets to not really understanding what the cloud is or how it works. Business owners do not trust something that they don't understand, particularly when they have the security of their businesses and employees to think about.

The problem is that from a pure productivity level, on-premise solutions are often expensive to maintain and experience frequent downtime. This is made worse with current load-shedding problems, because on-prem solutions require power to stay up and running.

Remote workers also struggle to connect to on-prem servers through VPNs, and without a fully virtual solution, often cannot connect to the software and platforms they need to do their jobs.

In order to support its partner network of providers, Axiz needed a way to educate the local market and guide them through the benefits of cloud, Microsoft Azure in particular, and how the cloud journey could begin in small, bite-sized steps.

Solution: Lead generation and awareness.

Enter Digital Kungfu and the Lighting Strike, a unique approach to lead generation campaigns that helps technology companies secure sales-ready deal opportunities of businesses that are in the market to buy – today.

Digital Kungfu's process begins with a focused 60-minute story sprint that unpacks exactly who the campaign needs to reach, what challenges they are facing, and the messaging that will be most relevant to them.

Axiz needed to get the message across to the right people that moving operations into the cloud will positively infuse productivity, systems and processes. Load shedding is likely to last for at least the next two years. Business owners looking for a contingency plan for load shedding should be investigating the cloud.

Ultimately, however, the end customer needs service, skills and expertise to help them move to the cloud, and it was Digital Kungfu's team that needed to get this message across: Why the cloud, why now and why work with Axiz.

Once Digital Kungfu's production team understood the core messaging that needed to come across, branded assets were written and designed and placed on LinkedIn and Facebook. Engagement was closely monitored and optimised, with budget allocated only to the collateral that performed best and reached the right target audience.

The messaging was so successful that reaching the Sales Qualified Lead target – leads that are in the market to buy the product on offer – was reached within four weeks.

The Results

The Axiz Azure campaign performed well above the initial target set.

The campaign needed to achieve 20 Sales Qualified Leads over a period of three months.

The creative assets created by Digital Kungfu's production team generated **227 Market Qualified Leads**, delivering **27 SQLs** in under **four weeks**, a **9 to 1** return on investment ratio.



Don't take our word for it

“Digital Kungfu's team understands the tech space and the messaging that resonates with business owners – particularly in terms of overcoming any confusion or fears they have in making critical changes in their businesses. The speed that this campaign went to market and then achieved our objectives was incredible. We will definitely be working with Digital Kungfu on more campaigns.”

Traci Maynard,
Microsoft Executive

Axiz[®]