

# Digital Kungfu + First Distribution



*Digital Kungfu achieves 9:1 Spend to Pipeline ROI for First Distribution in Ghana.*



## **About First Distribution**

**Industry:** ICT distributor

**Location:** South Africa and Africa

**Solution:** Microsoft 365

**Web:**

[www.firstdistribution.com](http://www.firstdistribution.com)

## **The Client**

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First Distribution is a value-added distributor of leading global brands, providing complex ICT solutions to the Enterprise and SME markets. First Distribution has based its model on delivering solutions through trusted, established resellers. Its client base has been built up through a history of consistent trustworthy service and nurturing resellers as business partners.

## **The Challenge**

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Africa is increasingly being viewed as a key area of growth, particularly for cloud-based services. As one of its largest distributors on the continent, Microsoft reached out to First Distribution to strategise how to gain a stronger market presence in West Africa. Ghana, in particular, was recognised as a massively untapped market opportunity.

Armed with the goal of increasing market share in Ghana with a Microsoft 365 offering, First Distribution engaged with Digital Kungfu to design a campaign that spoke directly to Ghanaian business challenges, educated the market around the MS 365 offering and captured Sales Qualified Leads that First Distribution's partners in the region could connect with and ultimately close deals.

Although many resellers still believe in the power of word-of-mouth, many are starting to understand the importance of driving brand awareness and demand. This is particularly important in new and largely untapped markets.

The challenge is that lead generation can be an expensive activity. This means that partners don't necessarily have the budget to facilitate these activities or the right partners to work with to ensure a good return on investment on any marketing activities.

This is where First Distribution has an important role to play as one of the largest Microsoft distributors in Africa. First Distribution supports its partner network with marketing activities and works with proven businesses such as Digital Kungfu, who the team knows will work closely with them to achieve their marketing and sales goals and to ensure Spend to Pipeline ROI is achieved.

## The Solution: Building a sales-ready pipeline

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Digital Kungfu's process to help clients build sales-ready pipelines 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.

Based on these insights, messaging was constructed that would educate audiences around three key themes: transforming workplace collaboration, streamlining business processes and protecting businesses from cyber criminals. Digital Kungfu's 'performance assets' are designed to share powerful messaging that resonates with the target audience and encourages them to take action.

The educational component of the campaign triggered key questions in the minds of the target audience: How can we enable a modern workplace that is productive, responsive, creative, and secure? How do we empower individuals and teams to create and deliver value for the business? Where do we start on the journey to transform our workplace?

Customers needed to ask these questions and then see First Distribution as the answer they were looking for. The right performance assets encourage target audiences to take a key action that Digital Kungfu's team has created for them.

This gives Digital Kungfu's specialised lead vetting team the data they need to capture market qualified leads and distil this list down to real deal opportunities that partners can engage with on the ground. When you're speaking to the right people about pain points that you have determined they are already experiencing, the potential for closing deals is exponentially magnified.



## The Results

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The First Distribution Light Up Ghana campaign achieved **337 Market Qualified Leads** (MQLs) and Digital Kungfu's lead vetting team converted **112 leads into Sales Qualified Leads** (SQLs).

Based on market accepted deal closure rates, this is the equivalent of **22 deal opportunities**, or a **9:1 Spend to Pipeline ROI** for First Distribution.

## Don't take our word for it

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"Digital Kungfu's turn around in change management and delivery within short timelines has been key in driving the right message at the right time to the right audience."

**Natasha Bezuidenhout,**  
Microsoft Executive at First Distribution, MEA.

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