



How Dunamis Marketing Helped Invoke **Boost** Their **Lead Generation and Co-Sell** Opportunities with Microsoft

A Case Study on the Power of Win Formulas for a Premier Microsoft Solutions Partner



The Background

Invoke is a 15-year-old Top 10 Microsoft Security Partner in the U.S., specializing in modern work and security solutions. They help organizations of all sizes and industries leverage Microsoft technologies to enhance their productivity, security, and collaboration.

As a growing Microsoft system integrator, Invoke faced the challenge of generating consistent and qualified leads for their expert services, as well as increasing their co-sell opportunities with Microsoft. They needed a marketing partner who understood their business, their target market, and their value proposition.

The Solution

That's why Invoke chose Dunamis Marketing, a leading marketing firm for Microsoft Solutions Partners. Dunamis Marketing has years of experience in helping Microsoft Partners grow their business through effective and scalable marketing strategies.

Dunamis Marketing implemented a series of lead generation win formulas for Invoke, based on their specific goals, audience, and offerings. These win formulas included:

- 01** Crafted engaging and informative content designed to educate and attract potential clients. These resources were optimized to capture leads and drive conversions.
- 02** Launching email marketing campaigns, using personalized and segmented messages, to deliver compelling content directly to target audiences, nurturing leads, and fostering engagement throughout the customer journey.
- 03** Utilizing social media platforms, such as LinkedIn, Twitter, and Facebook, to amplify their brand awareness and reach.

These win formulas were designed to drive demand for Invoke's services, as well as to showcase their expertise and alignment with Microsoft's vision and solutions.



The Results

The results of Dunamis Marketing's win formulas were impressive and measurable. Through the collaborative efforts of Dunamis Marketing and Invoke, significant results were achieved:



Hundreds of Live Webinar Attendees

The lead generation win formulas implemented by Dunamis resulted in a substantial increase in webinar attendance, with hundreds of prospects actively engaging with Invoke's content and expertise



Qualified Lead Generation

Dunamis's targeted strategies generated qualified, enterprise-level leads for Invoke, providing valuable opportunities for conversion and business growth.



Doubled Co-Sell Opportunities with Microsoft

By optimizing their marketing efforts and enhancing their visibility within the Microsoft ecosystem, Invoke more than doubled their co-sell opportunities with Microsoft year over year, solidifying their position as a trusted partner in the industry.

Client Testimonial



"As a growing Microsoft system integrator, I know firsthand the importance of leveraging economies of scale to drive efficiency and cost savings. That's why I've trusted Dunamis as my go-to marketing firm for years. For any business looking to optimize their marketing efforts with an experienced team, Dunamis is the clear choice."

- Stephen Leuthold
Director of Modern Work
and Security at Invoke



The Conclusion

Dunamis Marketing is proud to have helped Invoke achieve its marketing and business goals and looks forward to continuing their partnership in the future. Through strategic collaboration and innovative marketing solutions, Dunamis Marketing empowered Invoke to overcome its lead generation challenges, driving demand for its expert services and unlocking new opportunities for growth and success in the competitive landscape of Microsoft solutions.