

## Case study

# Tech Data Educates IBM Partners with Interactive Quiz



## Background

**Tech Data is one of the world's largest distributors of technology products, services, and solutions.** Its customers (IT solution providers) rely on Tech Data to support the technology needs of end users of all company sizes. Thanks to Tech Data, solution providers across 100+ countries have access to a vast array of technology, including the latest data center, software, cloud and mobility products. Customers also trust Tech Data to keep them up to date on the latest technology offerings.

## Campaign overview

Tech Data engaged GamePlan Marketing to help educate IBM Business Partners on the Linux on IBM POWER Systems portfolio. Tech Data Business Development Executive, Janice Hoskins, says, "GamePlan Marketing helped us build an interactive quiz campaign that educates our Business Partners in a fun, interactive fashion."

**The campaign consisted of multiple elements, including:**



### Campaign Strategy

Worked closely with the Tech Data team to come up with a creative, engaging way to educate Tech Data's customers about IBM's Linux on POWER Systems.



### Postcard & Email

Designed and wrote copy for the eye-catching postcard, envelope, sticker and email, which was delivered to Tech Data partners across Canada, enticing them to visit a landing page to take the quiz in exchange for branded merchandise.



### Interactive Quiz

Tech Data's Solutions Consultant designed 10 questions with answers, feedback, and page descriptions. GamePlan's creative team designed the look and functionality behind the interactive online quiz.



### Landing Page

GamePlan also designed and developed copy for a responsive introductory landing page which would lead customers into the quiz.



### Cool Down & POWER Up Kit

As a reward for completing the quiz with a score of 60% or higher, participants were invited to claim their giveaway: a branded cooler backpack and beach towel.



Determining a suitable giveaway and quiz title is not easy work. Tracy Robertson, GamePlan Marketing Managing Partner explains, **"We always strive for the highest quality campaigns that will drive interest and engagement across the board."** As a result, we tend to provide several iterations, which is a process full of research, ideation and presentations." When both teams are 100% satisfied and excited about the options, giveaway samples are ordered and creative development begins.

Quizzes are an excellent marketing option because they are so versatile; when done right, they can be used to educate and engage practically any audience around any topic. According to Creative Manager, Jacqueline Fedory, "Quizzes have proven to be a fun, entertaining way to educate IT contacts with valuable information in an engaging and creative manner."

## Results

Having run two previous campaigns similar to this one, Janice reported that the uptake gets better every time. The quiz campaign was such a hit with Tech Data customers, that one partner has hired GamePlan to customize and reuse the quiz concept.

**Janice explains, "We have been utilizing quiz campaigns as a means to educate business partner reps about IBM solutions, and now our partners are using quiz campaigns to educate their end users."**

"We love working with GamePlan. We really think of them as part of our team," said Janice. Describing GamePlan as very responsive, up to date and well informed, Janice continued, stating, "They're quick and proactive. We have a great relationship with the whole team."



At GamePlan Marketing, we specialize in IT, serving North American technology vendors, distributors and channel partners since 2006. Reach out to learn more about interactive quizzes:

Contact us

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