



VerticalResponse Case Study:



VerticalResponse Helps MODassic Be a One-Stop Shop for Small Business Marketing Needs

Background

MODassic Marketing is a one-stop shop for all of a small business's marketing needs. They serve as the marketing department for small businesses that need help and for less than the cost of a single in-house employee.

Ryan Short and his wife started MODassic Marketing in November of 2008. They decided to combine their many years of marketing experience and observations with the analytical knowledge of in-house marketing and the creative power of large ad agencies. MODassic Marketing was born on the idea that small businesses could do big marketing, they just needed to do it a little differently.

Problem

Short had built his business plan with the idea of offering everything in one place. Previously, his clients had to hire advertising/creative resources from one place, freelancers/vendors from another, and consultants still from another. MODassic wanted to offer a full marketing department and a single point of contact for everything.

One or two people with basic marketing resources was not sufficient. A larger team and the right marketing tools were needed to support MODassic's business goals.

Discovery

VerticalResponse was part of MODassic's marketing plan from the very beginning. "I was using VerticalResponse at a previous position. I saw the value of using a robust email service provider because I had used a couple different providers. When I used VerticalResponse it was a much easier and a better choice for my business," said Short.

Short knew that he wanted to use VerticalResponse for his customers and started to research what his options were for setting them up with VerticalResponse accounts. That is when Short found out about the VerticalResponse Partner Program.

Solution

MODassic Marketing signed up for the Partner Program at the end of October 2008. As a result of the partnership, they were given a MODassic Marketing branded user interface so both their full service and self-service clients could take advantage of VerticalResponse's award winning tool.

As part of the partnership VerticalResponse also provided a MODassic Marketing branded footer that is attached to each email a MODassic Marketing client sends. Short said, "The email marketing by MODassic Marketing footer, at the bottom of each email that goes out, drives self-service clients to sign up via our website. We now use email marketing as a gateway to all our other services."

Results

Using VerticalResponse has made MODassic Marketing look like an extremely large and resourceful company. They have taken full advantage of marketing materials and support resources available to partners. VerticalResponse offers to rebrand any of their marketing guides or whitepapers for partners. These marketing tools are great to give to clients to help them improve their marketing efforts. Additionally, their clients have the option to call both MODassic Marketing and VerticalResponse support for questions.

MODassic Marketing also takes advantage of VerticalResponse's Click to Conversion tracking. This is a tracking tool that allows you to see who took advantage of your offer and how much they spent. You can also enter how much each email campaign has cost each client to see what the return on investment is for each campaign. MODassic Marketing has been able to prove a 3000% return on Investment for one of their top clients!

"VerticalResponse's conversion tracking allows us to show exactly how many dollars were made on each campaign. It helps us prove our worth. When people are tightening their marketing budgets right now it is so important to show that marketing can make them money," said Short.