

Small Business Computer Services Company Increases Awareness and Grows Qualified Leads with Webinars and Events

Introduction

This case study of a small business computer services company is based on a June 2021 survey of HIMSS customers by TechValidate, a 3rd-party research service. The profiled company asked to have their name blinded to protect their confidentiality.

Challenges

The business challenges that led the profiled company to evaluate and ultimately select HIMSS:

- Their top purchasing drivers for partnering with HIMSS were:
 - Brand and/or product awareness
 - Thought leadership / Industry education
 - The ability to target growth accounts / opportunities
 - Generating qualified leads
- The following were key criteria in their selection to partner with HIMSS:
 - Exceptional reach to target audiences
 - Reach of new customers & markets
 - The quality of resources and client service
 - Third party validation

Company Profile

The company featured in this case study asked to have its name publicly blinded because publicly endorsing vendors is against their policies.

TechValidate stands behind the authenticity of this data.

Company Size:
Small Business

Industry:
Computer Services

Use Case

The type(s) of campaigns executed in their go-to-market strategy with HIMSS by the surveyed company included:

- Lead Generation: Webinar(s)
- Events

Results

The surveyed company achieved the following results with HIMSS:

- Since working with HIMSS, their organization has:
 - Increased brand and/or product awareness
 - Seen growth of qualified leads in our database