



Case Study: Veeam B2B Writing, Editing and Message Development

VEEAM

Executive Summary

Veeam and a strategic cloud partner jointly deliver cloud-based data protection solutions for enterprise organizations. Partnering together, they wanted to launch a marketing campaign to generate new leads for a specific target segment. Jenny Kuan at [Shapely Marketing](#) was engaged to develop the messages, positioning and content collateral for the campaign.

"Jenny is professional, personable and a real team player. I hope to engage her often in helping Veeam reach our marketing goals."

About Veeam

Veeam is the global leader in intelligent data management with more than 300,000 customers worldwide, 55,000 channel partners, and nearly 19,000 cloud and service providers. Headquartered in Baar, Switzerland, Veeam has offices in more than 30 countries. Veeam ensures data is always available, protected and actively working for customer's businesses regardless of where it resides – on-premises or the cloud. They are trusted by 80% of the Fortune 500 and recognized as a Leader in the 2017 Gartner Magic Quadrant for Data Center Backup and Recovery.

Challenges

Based on the cloud partner's leadership in Cloud infrastructure as a service, Veeam strategically integrates its products to work with the cloud partner's technologies. Given that Veeam is the data protection expert, the cloud partner asked Veeam to lead the development of the campaign messaging and content collateral within a 2-week timeframe in order to meet their aggressive campaign launch schedule.

The Veeam Product Marketing team has the core responsibility for all product messaging and positioning with partners but did not have a resource within the team to execute on the campaign within the given timeframe. Additionally, the messaging that was needed to map to the campaign objectives was not developed. Furthermore, the existing collateral was heavily focused on product features with little consistency of joint value messages.

How Services Helped

Veeam turned to Shapely Marketing to help develop the campaign messaging and to write the content collateral which consisted of the following deliverables:

- Customer Presentation (public)
- Solutions Brief (public)
- Blog Post (public)
- Partner Battlecard (partner facing)
- Two Customer Case Studies (public)
- Website Content

"I engaged Jenny Kuan to build a complete set of documentation for a marketing campaign and within days she had exemplary content built, approved and out for review. She was able to accommodate all of our requests with very short turnaround time."

*Eileen Fisher
Veeam, Director of Product Marketing, Alliances*

The Approach

Jenny had to become knowledgeable about Veeam and its partner's products and solutions very quickly. In addition, Veeam had provided various existing materials where content could be pulled from.

First, Jenny was engaged in a kickoff call with the Veeam Product and Business Development teams to conduct the knowledge transfer with the core team members. From there Jenny dove right into the task and worked independently by reviewing all of the provided materials and diving deep into both Veeam and its cloud partner's websites to digest the background and context on the joint solution offerings. Next, Jenny developed the hierarchy of messages and aligned product features and benefits by pain points, then developed the value propositions for both Veeam and its cloud partner focusing on how each provided value to its customers.

Once this messaging hierarchy was developed, content development began for each deliverable and first drafts were provided within 2 to 3 days after the kickoff call.

Results and Future Plans

Working with Shapely Marketing, Veeam accomplished its primary goals and successfully met all of the content deliverables in time for the campaign launch. The campaign key messages were successfully developed in time and were even applied even beyond the campaign materials. In fact, plans are already in the works for Jenny to apply the content work across multiple pages on Veeam's public website.

Jenny's industry knowledge and specific background on enterprise software and cloud applications combined with her ability to execute quickly were the critical success factors. Because Jenny is an individual consultant, she had the flexibility to start the project immediately and meet all of the deadlines required of this campaign.

About Shapely Marketing

Jenny Kuan is a freelance Marketing Consultant who has over 15 years of IT experience in cloud apps and services, SaaS, data center solutions, storage, networking, virtualization, enterprise software and hardware. Jenny helps organizations with creating an end-to-end marketing strategy, creating marketing plans, developing digital marketing campaigns, writing content and executing programs and tactics. To learn more, visit www.shapelymarketing.com.