

CASE STUDY

Brand Recognition

How Enkitech overcame the challenges of limited brand awareness while positioning the company to investor pool.

Enkitech was an Oracle tech stack consultancy based out of Irving, Texas. They provided remote and in-office Oracle IT support for big Exadata machines and tech architecture. Enkitech also consulted with clients, recommended viable solutions, and deployed their own

THE CHALLENGE:

Trying to Sell a Company with Narrow Brand Recognition

The two owners of the company were trying to position the company for sale, but there was one major problem:

Enkitech had narrow brand awareness outside of their immediate sphere of current clients, prospects, Oracle partners and academia.

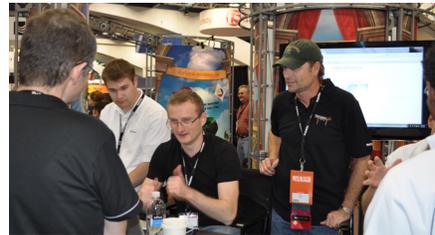
They needed an agency to help build awareness and innate credibility while positioning the company to attract an investor pool. Enkitech also wanted to develop a broader influencer base through PR marketing and digital solutions while amplifying awareness.

MODERN PROBLEMS REQUIRE MODERN SOLUTIONS

Enkitech turned to the Witmer Group, a full-service marketing agency based in Dallas, Texas.

Enkitech enlisted Witmer Group to handle a wide range of branding and marketing services, including:

- Social media
- LinkedIn strategy
- Search Engine Optimization
- Marketing collateral
- PR



- Oracle Open World branding strategies
- Graphics and support marketing

The Witmer Group team delivered creative strategies, tactical execution and digital marketing blitz.

RESULTS & SUCCESSES:

We interrupt this trade show to inform you and make things generally more exciting.

Kristina and Julia ultimately decided upon a Monty Python theme for the booth. The 'Search for the Holy Grail' concept was based on Enkitech's knowledge base, acumen on Exadata itself, and the 'holy' level that principal stakeholders had reached—such as the multiple published books that one of the Enkitech partners and colleagues had written on Exadata.

It was also based upon the preferences and likes of their target market. Monty Python was something everyone in

this niche could relate to—from seasoned decision-makers to 20-something Millennials who latched onto Monty Python's humor generations later.

The tradeshow branding started with a 10-foot 'Hand of God' pointing to the top of the island booth from the showroom ceiling – seen from all vantage points. Displays, Viking hats, and various marketing collateral supported the 'Search for Holy Grail' theme. Local actors were hired to don Holy Grail costumes and ride Segways while performing guerilla marketing outside the event. The 'Knights on Segways' gave away cue-code cards for people to scan and get more information along an invitation to happy hour to have Q&A sessions with Enkitech leadership and tech specialists. The sales team attended and brought prospective clients, while the Enkitech technical team presented case studies.

All in all, it was a hugely popular event and allowed Enkitech to build massive brand awareness outside of the cavernous tradeshow complex. The result was nothing short of amazing:

- The branding effort for Enkitech exceeded expectations, with a 320% increase in web traffic during and immediately following the show.
- Enkitech added two new sales managers to keep up with calls and additional territories.
- Enkitech was featured in Oracle Profit magazine twice on Exadata in the subsequent months.
- Oracle selected Enkitech to lead virtually all expert Exadata webinars from then on.

- Between November 2011 and December 2012, Enkitech opened a London office as well as one in California.

The way Witmer Group orchestrated the marketing initiatives accounted for a considerable spike in building awareness due to the following:

- Pre-show teaser campaign on social media announcing Enkitech's presence at Open World.
- Guerilla marketing during the show (Segways with actors dressed like MP characters, others on foot clapping along with authentic coconut horse hoof sound effect characters!
- Booth presence (most notably—the Hand of God pointing down - it could be seen from many vantage points); ongoing drawings at the booth for the books; and in-person demos by seasoned experts.
- Holding in-person happy hours each day with the team who wrote the books, Enkitech prospects, and Oracle Sales influencers at the beer joint across the street.
- Follow-up drip campaign to conference attendees.

The event was SO popular and successful that a VP for Oracle came to their booth to ask them who did their marketing. Enkitech later sold to Accenture, making the two owners quite happy. Enkitech attributed their success to the branding and marketing efforts of the Witmer Group. Although Witmer Group certainly wouldn't dream of taking credit for the sale of Enkitech, they indeed were honored to help nudge-nudge the process along.

Ready to Talk to Someone about Improving Your Brand Recognition?

Learn more about the advantages of working with Witmer Group and how we can create a custom solution for your unique set of challenges.

ABOUT US

Witmer Group is a vibrant group of people who love what we do. We have helped numerous local and national companies and would love to help you! Give us a call at (214) 865-9484 or visit us online.



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