

Doherty Associates with Microsoft

How do you drive demand for digital transformation?

250
businesses engaged –
including FTSE 100
and FTSE 250 firms

Doherty Associates, experts in managing and securing cloud services, have a number of impressive partnerships to enhance their offering. This includes being a proud Microsoft Solutions Provider (MSP) and Gold-status partner.

With the support of Microsoft, Doherty looked to FYAMI to help generate quality leads in the finance and legal sectors. Our brief was to build on their existing Modern Workplace campaign – the idea that only a cloud-based, connected and agile environment can prosper in today’s ever-changing landscape.





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FYAMI were instrumental in supporting and driving a variety of Marketing & Sales based activities. They generated a variety of leads into the business via campaigns and outbound activity and acquired a number of new customers in the process.

Feedback from Microsoft

Gold from the get-go

With time tight, we put together a plan that would quickly take advantage of the innovative solutions that come with being a Microsoft partner – Doherty had been recognised for its competencies in Cloud Platform, Cloud Productivity and Small and Midmarket Cloud Solutions.

Building on this foundation, our strategy targeted FTSE 250 legal and finance firms. We looked specifically to engage CTOs, CIOs and other C-suite executives, as well as recognised solicitors and barristers.

Drawing on our consultants' expertise in managing hubspot email campaigns and landing pages, our email marketing, content creation, LinkedIn messaging and active networking directed traffic to a landing page where people registered their interest in attending a Microsoft-partnered event.

Live and direct

Held at The Gherkin in the City, the event was attended by IT directors, CEOs, CTOs, CIOs and finance directors keen to understand how Microsoft solutions such as Azure and M365 can increase productivity and security. Ever-present topics in the finance and legal sectors.

Attendees interacted with a host of speakers, including Terry Doherty, Doherty's CEO. Terry used his time to bring to life the benefits of Microsoft solutions for businesses in such fast-paced and ever-changing industry landscapes.

The results don't lie

Net new leads. New law and finance clients. Higher than average open and click-through rates. High landing page conversion rates. A full-capacity event. A bigger pipeline. Raised awareness of M365, Teams and Azure. C-suite relationships established. International law firms engaged and quoted. Knowledge shared. Positive feedback received from all attendees.

It's fair to say the event and its wider campaign were deemed a success.

Where **curiosity** grows

Curious how we can help you?

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