

BRAND PUBLISHING

Growing Customer and Partner Engagement

INTRODUCTION

Oracle has great customer service and support but they needed a way to connect and engage regularly with their customers that relied heavily on their technology to optimize their IT infrastructure. Oracle Magazine was created for this audience of technology decision makers. The magazine publishes compelling content covering key topics to help the readership do their jobs. At the same time, the magazine is a powerful medium to reach potential new customers on their purchase journey and connects them to a larger community of like-minded IT professionals.

Oracle's vision was to grow the magazine to foster greater audience engagement and loyalty. However, it was expensive to scale the magazine to reach the large masses in print so a digital edition was added to lower production costs. Sprocket services were engaged to help Oracle build a sustainable model. We went to work and focused on an alliance-based marketing program that would allow partners to engage the exclusive Oracle customer base with paid sponsored content and display advertising. At the same time we realized partners needed help crafting their go-to-market stories so we created Partner Marketing Services and utilized the same great journalism and design talent that crafted the magazine to build partner stories. The rest is history and the magazine grew in leaps and bounds to be the largest IT publication in the world. Ultimately, we helped Oracle deliver a great customer experience, grow their market, and drive partner engagement.



CHALLENGE

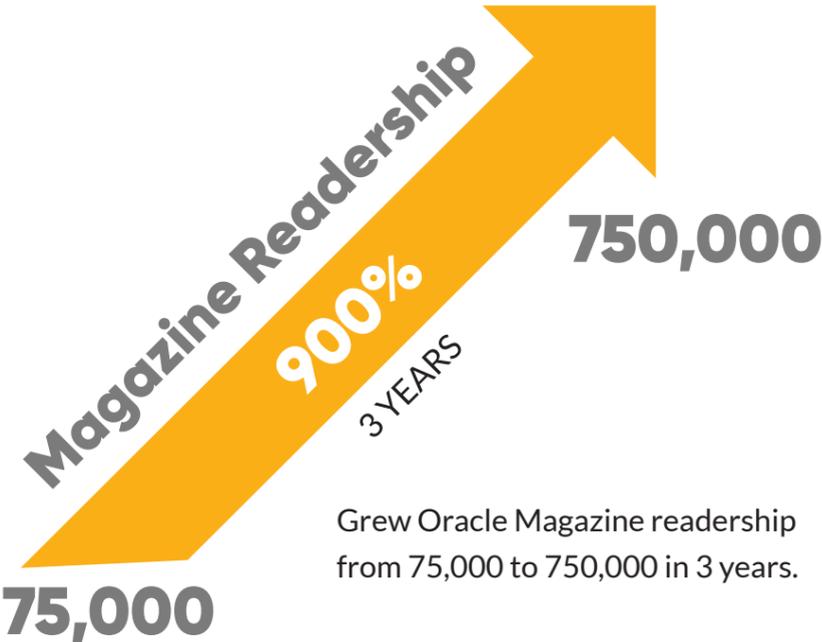
- > Customer engagement and after market sales.
- > Cost of producing and delivering a constant stream of high-quality content.
- > Customer retention and generating qualified new business leads.
- > Partner engagement and program growth.

SOLUTION

<p>Publish a constant stream of news, information, and valuable resources to help IT decision makers do their job.</p>	<p>Bring experienced journalists and talented storytellers to create compelling content while driving targeted audience development.</p>
<p>Launch Partner Marketing Services and grow sponsored content and advertising to offset the cost of growing Oracle Magazine.</p>	<p>Provide branded content services to help partners go-to-market with Oracle. Crafted partner stories that tied to key Oracle initiatives.</p>

RESULT

Expanded Oracle Partner engagement and measurable new business growth for partners.



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