

MKC AGENCY: ServIQ Case Study



From Outdated to Acquired: How MKC Transformed ServIQ's Marketing and Doubled Their Sales

ServIQ: Overview

ServIQ revolutionizes the way businesses purchase, maintain, and upgrade their IT equipment with their SMART support platform. Offering managed, assessment, recovery, and transition services, they provide a seamless, cost-effective support experience. With over 2,500 satisfied customers and 10,000+ assets supported, ServIQ recognized the need to up its marketing game. That's when they discovered MKC Agency through a trusted colleague, impressed with Megan's tech marketing prowess. After some research, ServIQ knew MKC was the agency to meet their needs.



ServIQ: Challenges and Obstacles

Despite being the go-to choice for big-name companies seeking to optimize their data center asset support, ServIQ was missing the mark in several key marketing areas. They had a rough experience with an agency in the past, but decided to give it another go with the help of MKC. The challenges were numerous: an outdated website that repelled visitors, a lack of attractive sales materials, a sales team in need of help, no social media presence to speak of, and a weak plan for a possible acquisition. Basically, ServIQ didn't know which way was up. But with MKC's guidance, they figured out their direction and executed a plan that put them on the path to success.

ServIQ: Solutions

MKC Agency dove deep into ServIQ's business to understand their unique needs before executing a winning marketing plan with four phases: discovery, assess, implement, and reassess. From developing cohesive branding to creating high-quality content, MKC provided a range of services that helped ServIQ connect with their target audience, establish credibility, and generate leads. With targeted marketing campaigns and social media management, MKC positioned ServIQ as a top player in the tech industry. Plus, they provided guides, templates, and best practices to help ServIQ leverage their marketing efforts to the fullest.



MKC Agency didn't just give ServIQ a facelift, we built everything to support revenue growth and grow ServIQ's share of voice. We designed a brand new logo and brand guidelines that made ServIQ stand out from the crowd. Our high-quality content creation including blog posts, case studies, and whitepapers positioned ServIQ as a thought-leader in the space, attracting more leads and increasing their revenue. Our social media management put ServIQ on the map, building a strong presence on the platforms their customers are most active on. And we didn't stop there. Our comprehensive positioning strategy highlighted ServIQ's unique value proposition and separated them from the competition. MKC consistently delivered high-quality marketing materials tailored to ServIQ's objectives and provided additional resources to help them make the most of their marketing efforts. With MKC's help, ServIQ's sales soared, their share of voice grew, and their position as a leader in the industry was cemented.

ServIQ: Results

MKC and ServIQ were a match made in marketing heaven! Thanks to MKC's strategic marketing expertise, ServIQ's following skyrocketed from a few hundred followers to over 5,000 engaged followers. MKC's lead generation services also helped ServIQ grow their pipeline by 6 times and double their total sales. With MKC's help, ServIQ developed customized marketing strategies that resonated powerfully with their target audience, while saving money and boosting productivity. And while we can't take credit for ServIQ's acquisition by Service Express, we like to think that our work helped ServIQ get the attention they deserved in the tech industry.



ServIQ: Future Goals

With MKC's help, ServIQ has leveled up their marketing game and the results speak for themselves - they've been acquired! ServIQ's leadership is now singing MKC's praises and recommending them to any tech company looking to boost their branding and marketing efforts. They've realized that Megan and her team's expertise and understanding of the industry is simply invaluable. So, if you're ready to take your tech company to the next level, just follow ServIQ's lead and give MKC a call!



ServIQ: Testimonial

“Megan is the greatest strategic mind I’ve worked for in the B2B tech space. If you want to make moves, hire her, ASAP.” - Derrick Soares, Director of Engineering, ServIQ

“Megan, Nathalia, Lauren and the team are the absolute best. Trust me on this, don’t hire any other agency. MKC delivers work ahead of schedule, to spec, and can offer the strategic support most companies need.”
- Jeff Reale, CEO, ServIQ

