

Case Study: Propel-U-4-Ward



Propel-U-4-Ward is a single source solutions provider and Star2Star Partner since 2013. They primarily sell Star2Star's solutions as part of their VoIP services and are enjoying the value it adds to their business.

The Partner Marketing Hub is designed to offer a complete marketing platform geared towards B2B Partners such as Propel-U-4-Ward.



The Problem

Prior to the Partner Marketing Hub, Propel-U-4-Ward did not have a marketing team, automation tool or cohesive marketing strategy. Since joining Star2Star in 2013, they have frequently reached out to the Star2Star Marketing team for assistance and guidance in their marketing efforts.

The Solution

When the Hub was introduced in January of 2018, Propel-U-4-Ward was excited by the prospect of having a hands-on tool for executing their own campaigns.

The Partner Marketing Hub is designed to offer a complete marketing platform geared towards B2B Partners such as Propel-U-4-Ward. Partners can leverage several integrated tools to implement campaigns including email, social media, promotions, direct mailers, co-brandable flyers, and an embeddable microsite, as well as manage their contacts and evaluate analytics from a single dashboard. Star2Star also continuously creates campaigns that Partners can customize and send out in just a few clicks, simplifying the marketing process for Partners.

Another major advantage of the Hub is that Star2Star is now able to provide even more customized campaigns for Propel-U-4-Ward and other Partners.

The Results

"I was very impressed," said Kevin Emahiser, President and Founder of Propel-U-4-Ward, when asked about his first impression of the Hub. "I think it is a great tool to have access to."

Propel-U-4-Ward's favorite tools in the Hub include the drip email marketing, content, social media integration, and reporting and tracking capabilities. They found the campaign creation tools most helpful and are also working on understanding the reporting tools better so they can leverage analytics.

Thanks to the Hub, Propel-U-4-Ward's marketing efforts have been simplified and allowed them to implement a consistent strategy. They are currently the most active Partner using the Partner Marketing Hub which has also earned them significantly more leads than before. As they learn more about the Hub, they plan to follow up with leads using a phone call and to isolate leads based on their behaviors such as clicking or opening an email.

"[The Partner Marketing Hub] elevates our marketing efforts & provides a consistent method to creating touch points with prospects," Kevin said. When asked what he would like other Partners to know about the Hub, he said:

"It is a great value adding resource, simple to use, provides consistency, and great content. Plus the fact that Star2Star is making this resource available to their Channel Partners at no cost is huge!"

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