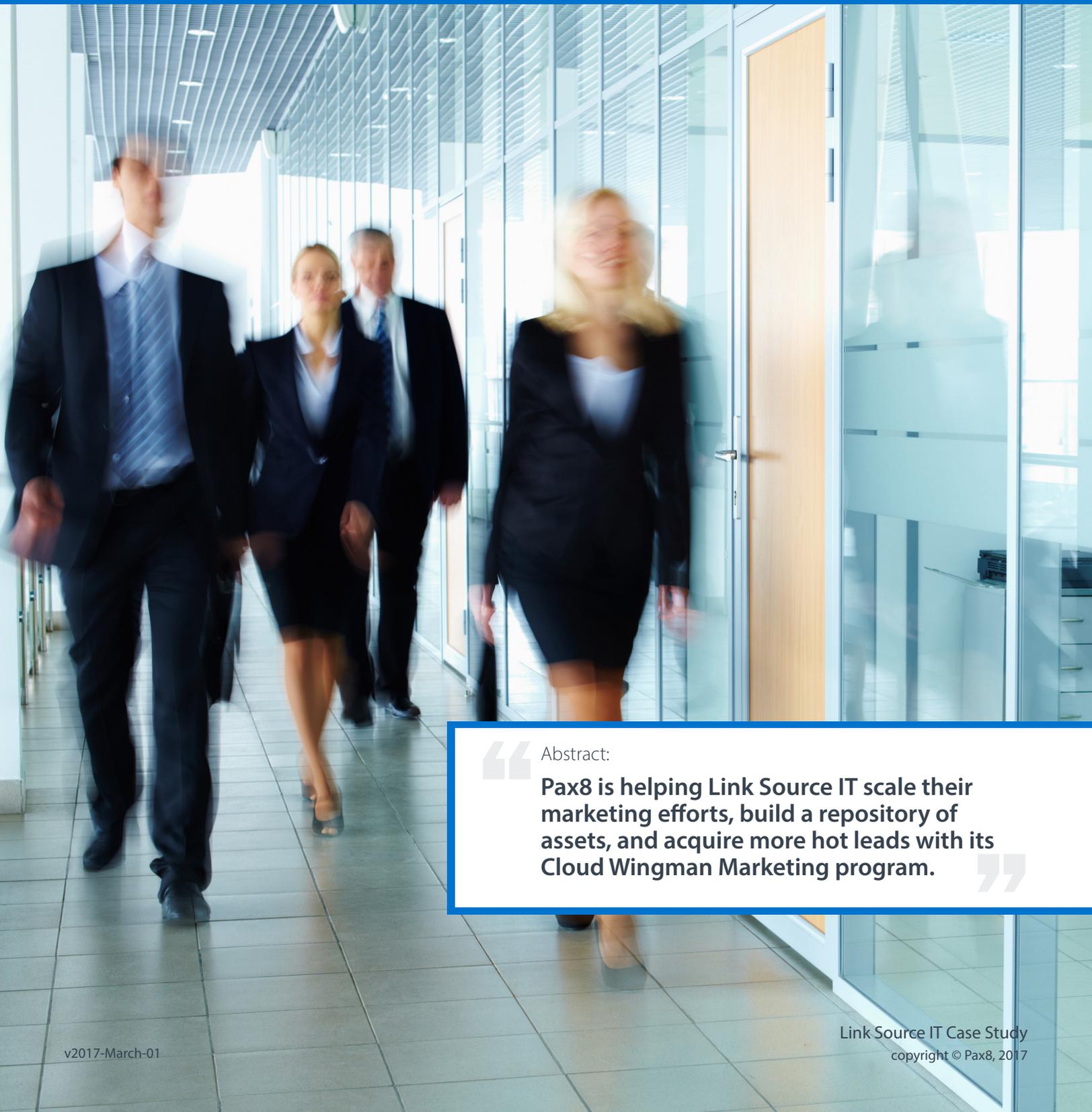




## Case Study: Link Source IT

Pax8 enabled Link Source IT to build a marketing strategy and leverage the Cloud Wingman Marketing program to help them achieve their business goals and objectives.



Abstract:

**Pax8 is helping Link Source IT scale their marketing efforts, build a repository of assets, and acquire more hot leads with its Cloud Wingman Marketing program.**





Lincoln Christensen  
Founder & CEO at Link Source IT  
[www.linksorceit.com](http://www.linksorceit.com)

“As a newly established company, Pax8 has been instrumental in helping us grow through their Cloud Wingman Marketing program, which has given us access to customizable assets and the ability to automate our email marketing efforts.”

“We have had a great experience with Pax8’s Cloud Wingman Marketing program. Their program allows us to easily create and automate our email outreach with branded industry assets and content, saving us both time and money.”

“Pax8 is a great partner who truly cares about our company’s progress. They are always checking in on me to make sure I succeed. They are rooting for me. I am not just a number like with the other distributors. Pax8 knows who I am and they care about my business.”

**Headquarters:** Eugene, Oregon

**Industry:** IT Solution Provider

**Pax8 Partner:** Since 2016

**Problem:**

Link Source IT was seeking to build a marketing strategy, create co-branded collateral, and send e-newsletters to effectively qualify leads at an affordable cost

**Solution:**

Cloud Wingman Marketing

**Result:**

“Since we established Link Source IT about six months ago, we needed a partner who could help us build our marketing plan, create relevant and effective co-branded content with our vendor partners, and leverage a tool to help us send out e-newsletters to better qualify the leads we are getting through our vendor partners.”

# Link Source IT

Link Source IT ([www.linksorceit.com](http://www.linksorceit.com)) is an IT service provider focused on delivering custom solutions, tailored to meet the diverse technology needs of their customers. Established in 2016, the company leverages cloud infrastructure, SaaS solutions, and cloud products to ensure their customers have the framework to grow and scale. Link Source has the knowledge and experience to help businesses face today’s complex IT challenges.

## The Problem

To better reach customers interested in best of breed cloud solutions, Link Source IT needed to build a marketing plan, create content, and leverage a marketing automation system to help qualify leads. As a new company with limited resources. The challenge for Link Source was finding the time, money, and resources to create effective marketing. As a new business, the company simply could not afford to allocate any resources to its marketing efforts.

That is why Link Source was in search of a partner who could provide an effective, fast-performing, and affordable marketing support to help them save time and close more deals.

Link Source turned to their cloud distribution partner for direction and enablement.

## The Solution

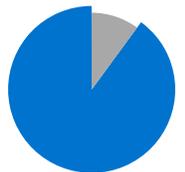
[Pax8 Provides an Easy-to-Use Marketing Program](#)

Link Source IT realized early on that companies who send auto-generated emails messages and marketing collateral that correspond with a customer’s business needs and purchase cycle are more likely to make the sale and stay relevant. In fact, email marketing is used by more than 80 percent of B2B companies.

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As a value-add to partners, the Cloud Wingman Marketing program offers professionally designed, co-branded marketing collateral. These assets are customized to meet the individual needs of the partner regarding their preferred industry-leading cloud vendors.

"If you are looking for an easy way to track product interest and qualify leads, Pax8 provides the email automation tools and co-branded collateral to help you reach your marketing goals. I can see in real-time who has already opened and looked at the emails, which helps me know who is interested in the products and who is not. I especially like the content that is branded for me. Overall, the enablement we receive from Pax8 through this program is very valuable to my business."

—Lincoln Christensen, Founder & CEO at Link Source IT

"My marketing budget is on the smaller side and mainly reserved for business-building opportunities. From the co-branded collateral to the automated email campaigns, the Pax8 Cloud Wingman Marketing program is saving us both time and money."

Link Source turned to Pax8 because they could provide the customized care and quality of service that the company needed to build their marketing game plan. Through the Pax8 program on-boarding and training, Link Source received the tools they needed to create email marketing campaigns and printable assets.

## Benefits

### Pax8 Cares About Partner Success

Pax8 is committed to its partners' success, and the company understands the value that marketing can provide their customers. The company's marketing team continues to work with partners to enhance the program and add new features.

"Pax8's willingness to help us succeed is apparent in all of our dealings with them. Anytime I need anything from the team, they are there for me—helping my business grow and scale."

—Lincoln Christensen, Founder & CEO at Link Source IT

### Offers Customized Marketing Support

Pax8 is committed to providing a great experience for its partners, and that includes offering the services, enablement, and support they need to succeed.

"From strategic planning and provisioning to ease-of-use, Pax8 has all the criteria we are looking for in a cloud distribution partner. Pax8 makes it easy for me to efficiently run my business."

"Pax8 meets 100 percent of our criteria for a cloud distribution partner."

## Results

### Stronger Growth with Pax8

Since Link Source IT opened its business six months ago, Pax8 has been there all the way. The Pax8 marketplace, accurate billing, and auto-provisioning provide the business acumen that Link Source needs to grow fast without having to add more headcount. The Pax8 Cloud Wingman Marketing program is taking the partnership a step further by augmenting Link Source's marketing and sales efforts.

"We look forward to growing our business with the help of our vendor partners and Pax8."

## About Pax8

Pax8 is leading the way in cloud transformation for IT solution providers. Its innovative cloud-focused services enable channel partners worldwide to accelerate growth in the cloud through on-demand selling and marketing, provisioning and subscription automation. The company's cloud marketplace platform provides the IT channel with leading-edge technology to efficiently and accurately buy, sell, automate and configure solutions and services. As the experts in cloud innovation, Pax8 is well-engineered to sell, assemble and deliver quality solutions to its channel of solution providers.



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