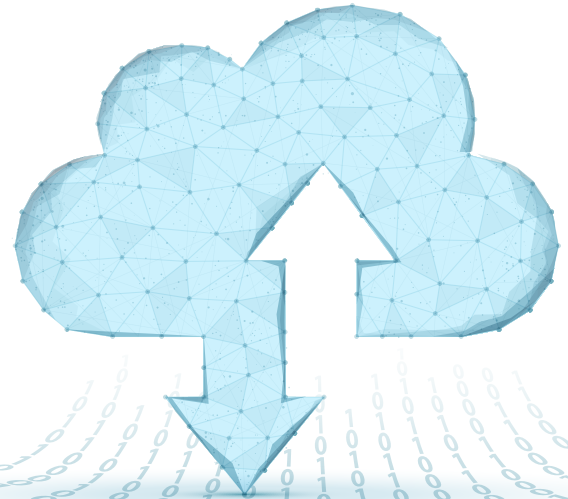


Cloud Source Grows to Enterprise-Level Brand With Mojenta

With a website redesign and six years of ongoing marketing support from Mojenta, Cloud Source's brand image now attracts enterprise-level clients.

Cloud Source – a technology services agency that helps businesses save time and money on technology procurement – was looking to redo their website in 2015 and was referred by another telecom master agent to Mojenta.



The Challenge:

Cloud Source's website and messaging were outdated and didn't present the brand as a relevant player in the telecom world. Shawn Mills, CEO at Cloud Source, initially hired Mojenta on recommendation from his master agent. Mojenta built a website that gave Cloud Source a fresh face and more effectively articulated what the business had to offer its customers and prospective clients.

Pleased with the outcome of the website project, Mills approached Mojenta about several other challenges:

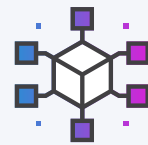
Mills didn't have time to create content or focus on marketing efforts.



Cloud Source struggled to consistently keep its brand and messaging in front of its target audience.



The company needed support generating leads and acquiring new clients.



"I want to focus on day-to-day business development and helping our customers. I don't want to have to think about marketing. That's where Mojenta comes in."

Shawn Mills, Cloud Source CEO




The Action:

Mojenta applied its Agent Services program – a done-for-you marketing program designed to lift the burden of lead generation and content creation off telecom agents' shoulders.

Cloud Source has leveraged it for six years – publishing a wide range of content without lifting a finger:

- 1 A monthly email newsletter with content relevant to Cloud Source's clients
- 2 Two monthly blog posts tailored to Cloud Source's target buyers
- 3 A quarterly white paper to elevate Cloud Source's thought leadership

Cloud Source now:

-  Distributes all content across social media – reaching new leads.
-  Benefits from a completely hands-off approach to content marketing.
-  Impresses larger potential customers with its thought leadership.

“One of the biggest benefits of working with Mojenta is their dedicated focus on the telecom industry,” Mills said. “We get access to expertise that isn’t available from other marketing agencies.”

“Mojenta knows what our clients are thinking and talking about. They’re a true extension of our team.”

- Shawn Mills, Cloud Source CEO

The Result:



With marketing from Mojenta, Cloud Source's brand now attracts enterprise-level clientele.



Cloud Source has saved thousands of hours on Mojenta's program that runs end-to-end content marketing.



Mills is able to **focus on growing Cloud Source's business** instead of explaining telecom and his industry to marketing agencies.

“Mojenta gave us a big brand facelift. They helped us look more mature and gave us more depth,” said Mills.

“Our website and branding now give the impression that we’re an enterprise company. It’s not something I could have done on my own.”

- Shawn Mills, Cloud Source CEO