

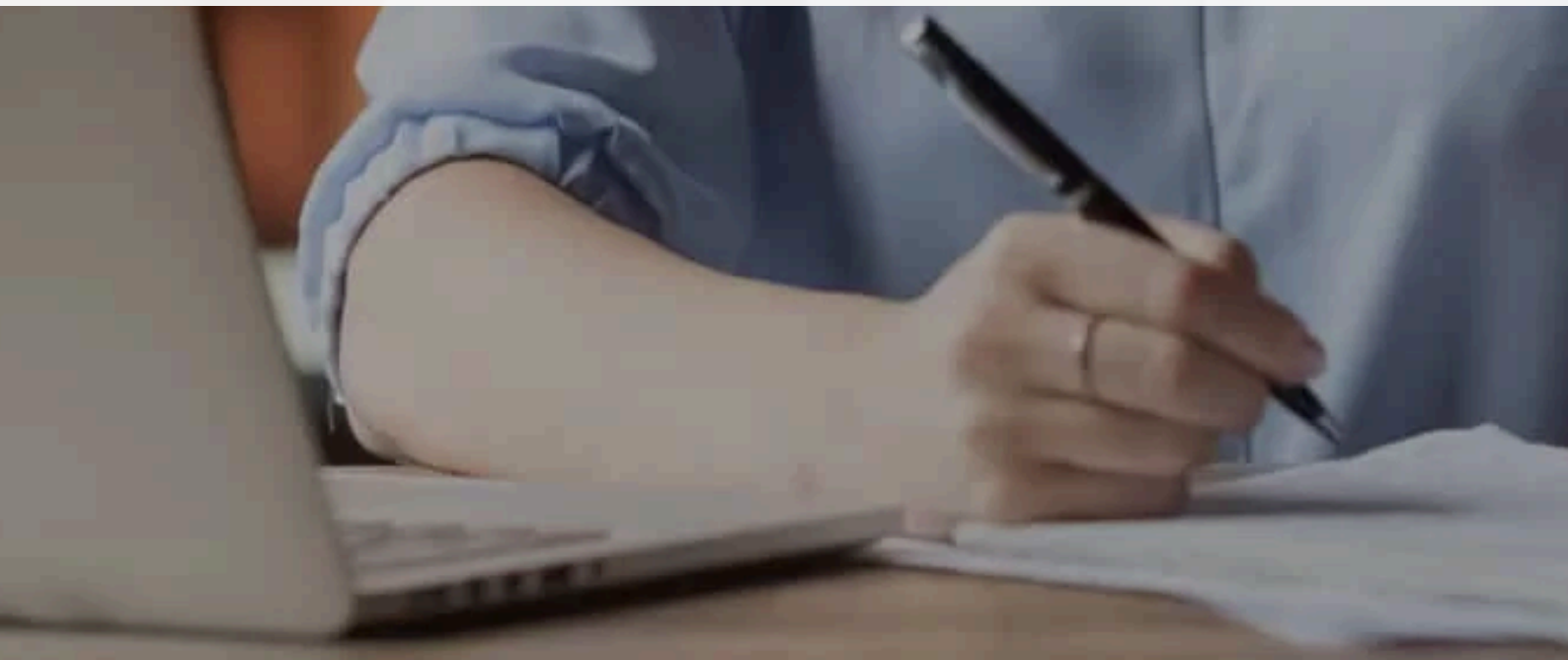


microminder  
IT Solutions

# CASE STUDY

SUPPORTING A LEADING IT COMPANY ON ITS MISSION TO PROVIDE  
PREMIUM, CUSTOM SOLUTIONS TO PRACTICES NATIONWIDE

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## CASE STUDY

# MICROMINDER

**Microminder is a leading dental IT support provider in the UK, serving dentists for over 35 years. With a commitment to delivering high-quality IT hardware and technical expertise, Microminder has grown to serve over 1800 support clients.**

## MARKETING CHALLENGES AND OPTIONS

Microminder, a leading dental IT support provider, faced a few challenges while promoting their range of products and services to potential clients. In light of this, they decided to explore ways to enhance their marketing capabilities, owing to limited marketing support.

Several trends in the dental industry influenced Microminder's need for a marketing solution. The discontinuation of BT phone lines necessitated the adoption of VoIP technology, while Microsoft's shift towards cloud-based solutions required a change in Microminder's approach. Plus, advancements in dental software and increased competition from traditional IT support companies posed additional challenges.

Microminder sought a solution to integrate an agency into their business to provide end-to-end marketing functions across multiple channels. They wanted to entrust the work to a capable partner, relieving their senior leadership from marketing-related tasks and allowing them to focus on critical business activities.

## EMPLOYING MIM

Microminder was first introduced to MiM by a satisfied client who had worked with them for over a year. Although they had previously employed an in-house marketing professional, Microminder aimed to keep the cost of outsourcing marketing functions as low as possible. MiM takes pride in providing workflows that are more affordable than hiring an in-house marketing executive. Our workflows offer seamless integration, allowing Microminder to benefit from the best of both worlds.

**"MiM's integrated marketing management service stood out for us. It allowed us to streamline our marketing efforts and free up valuable time for our senior leadership."**

**Harpreet Nirwan, Head of Sales and Marketing, Microminder**



## BENEFITS

By engaging MiM, Microminder unlocked several benefits that transformed its marketing initiatives. MiM provided a team of marketing professionals who delivered end-to-end marketing services across various channels, including graphic design, emails, and socials. This comprehensive approach allowed Microminder to focus on core business activities while MiM handled the marketing functions.

MiM's solution had an immediate impact, leading to a noticeable increase in marketing activity in just four weeks. Delving into specifics, Microminder saw significant enhancements in email marketing, social media interaction, and search engine optimisation (SEO). This progress was achieved thanks to MiM's implementation of a quarterly plan and a comprehensive marketing strategy for the long term.

The team at Microminder has wholeheartedly embraced MiM's services, resulting in a seamless process for raising and fulfilling marketing requests. Not only did the solution save money, but it also boosted organisational productivity.

## STANDOUT SERVICE

In addition, Microminder has seen remarkable growth in its social media presence, with year-on-year growth exceeding 90%. Website visits have increased by over 80%, and there has been a 50% increase in email open rates compared to the previous year.

MiM's partnership with Microminder has successfully addressed the challenges faced by Microminder in marketing its diverse range of services to the dental industry. By providing an end-to-end marketing solution, MiM has empowered Microminder to focus on core business activities while enjoying increased productivity and cost savings. Moving forward, Microminder plans to leverage MiM's expertise to continue achieving its marketing objectives and driving further success.

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