

# Sikich expands its reach with MSDynamicsWorld's programs

## OVERVIEW



Sikich is a global company specializing in technology-enabled professional services. With more than 1,900 employees, Sikich draws on a diverse portfolio of technology solutions to deliver transformative digital strategies and ranks as one of the largest CPA firms in the United States.

One of the scenarios Sikich supports through its Microsoft practice is legacy-to-cloud migration where it helps companies select and implement the right solution to suit their business and enable their growth.

## Key metrics



**+90**

pieces of content promoted to qualified prospect customers



**+ 100,000**

qualified users to connect with



**+ 16**

years of experience to benefit from

## CHALLENGES



Sikich's Microsoft Dynamics practice has a focus on manufacturing, distribution, and construction companies, as well as ones migrating to cloud platforms.

Historically, industry events have been a primary channel for Sikich to connect with, and target key prospective customers. However, due to the limited amount of events held each year, Sikich's team needed other ways to promote their services and build on past success with scalable and productive marketing programs.

## SOLUTIONS



Sikich started using MSDynamicsWorld's marketing services to promote its offerings to a wider range of customers and deliver segmented messaging to directly target each of its key use cases' ideal customers.

By iterating on content and using many different mediums, the Sikich team was able to learn more about their target audiences and deliver messaging that can resonate with these prospective customers more closely.



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## KEY BENEFITS



1

### Direct access to a qualified user network

Using MSDynamicsWorld's programs, Sikich expanded its reach in the Microsoft ecosystem and connected with qualified leads and prospective users.

2

### Expert advice from the MSDynamicsWorld team

By using the feedback from MSDynamicsWorld's team, Sikich has continuously improved its messaging so it can deliver the right return on their investment.

3

### Messaging segmentation and targeting

As a rapidly-growing company with a diverse set of expertise, Sikich benefits from being able to segment its messaging and ensure all their prospects are aware of relevant offerings and success stories.



In order to create more meaningful conversations and meet your goals as a modern marketer, you have to have many touch points.

MSDynamicsWorld allows us to make these touchpoints and connects us with people that we can really help.

The team also collaborates with us and provides us with valuable feedback so we can maximize results and follow best practices.

**Jennifer Alspach**  
*Senior Marketing Manager*

## LEARN MORE



Still want to learn more? Watch the full video testimonial to hear from Jennifer Alspach, Senior Marketing Manager, as she talks about her experience with MSDynamicsWorld:

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