

# By Using Content Syndication and Social Media Campaigns, Compulab Increased Their Number of Leads

“Content in Spanish, our national language, allows us to reach the clients better.

— Jonathan Sosa,  
Marketing Manager,  
Compulab



## The business challenge

Before using the Veeam® Marketing Center, Compulab researched and gathered information on the different Veeam digital channels, summarized it and then generated the content and published it manually. This process had to be repeated with all the brands that Compulab worked with. Being a small marketing team, they couldn't spend the time needed to generate these posts easily, consistently and quickly.

## The Veeam solution

They were introduced to the Veeam Marketing Center early in their business relationship with Veeam. At that time, they took different training courses and one of them was on the marketing portal. Together with their Marketing Concierge, they generated email marketing campaigns and managed to get closer to customers in a way that was inexpensive in terms of time and resources.

Today, they use tactics like content syndication and social media, especially on LinkedIn. In addition, they generate email marketing campaigns in a timely manner and download white papers for their sales team to use. The solutions they work with the most are Veeam Backup for Microsoft 365 and Veeam Backup & Replication™.

## The results

**Veeam Marketing Center allows the Marketing team to learn about Veeam trends and news in order to replicate this information with both internal (sales team and engineering) and external customers. By using content syndication and social media campaigns on LinkedIn they have generated leads and customer interactions with the sales team.**

Start generating leads with Veeam Marketing Center!

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### Company



**Mission:** Compulab is a Panamanian company with 30 years of experience in the national market. Since its inception, its strength has been based on the sale of equipment. Thanks to alliances with other companies such as Veeam, they were able to expand the range of services they can offer to their customers.

### Region, Country

LATAM, Panamá

### Partner level

Reseller Gold

### Solution

LinkedIn Campaigns  
and Content Syndication

### Results

Campaign automation, more  
interaction with potential customers