

Helping CloudRepublic AB tap into foreign markets

Stockholm-based digital solutions business use the Marketplace as their trusted delivery partner

"We were excited about the immediately-accessible global pool of vetted suppliers when we chose to work with the Marketplace."

Therese Andersson, Cloud Republic AB



Challenge

CloudRepublic AB needed fresh content for their soon-to-be-released website. With in-house resources already allocated to more strategic initiatives, the team at CloudRepublic were quickly approaching deadlines with a long list of outstanding deliverables.

They didn't have the time required to research potential agencies. The specific need to find a proficient and native English-speaking content writer locally in Sweden would also potentially be very costly and time-consuming.

Regardless of the internal constraints, the need for content was an urgent and business-critical requirement.

CloudRepublic required a solution that would offer them an immediate choice of suppliers, and also a quick delivery turnaround on their content requirements.

Solution

The Marketplace had been recommended to Cloud Republic. Maistro's ability to give Cloud Republic fast access to global pool of pre-vetted suppliers was enticing.

CloudRepublic used Maistro's Express Sourcing service to accelerate the procurement process and fast-track the kick off of their content project. As a result, CloudRepublic was able to kick-off their project in just 72 hours from the moment they submitted their initial requirements to the Marketplace.

Less than three weeks after the brief was submitted to the Marketplace, approved content for eight new web pages was delivered to the Stockholm-based company by their chosen supplier: a UK-based, boutique content & communications agency.

Results

In addition to meeting the deadline for the launch of their new website, Cloud Republic have returned to the Marketplace at Maistro to source and deliver additional marketing services. They find the global Marketplace a welcomed addition to their marketing framework.

And as a result of their most recent project, a series of blog articles, Cloud Republic has seen an increase in website traffic, with the majority of traffic generated off the back of the blog articles on social media.