



Data Tech Café Triples Revenue with Marketopia’s Expert Sales & Marketing Support

CASE STUDY

ORGANIZATION & LOCATION: Data Tech Café | Troy, Michigan
INDUSTRY: Managed IT Services
SERVICES OFFERED: Managed IT services, cybersecurity solutions, managed cloud services, consulting, web development, structured cabling, access control

“In 2019 we lost our biggest client and needed to get sales quickly to replace the lost revenue. We met Marketopia at a conference and started working with them to develop a roadmap that led to qualified leads and closing the sales.”

SEANN MORENO, CEO & FOUNDER OF DATA TECH CAFÉ

COMPREHENSIVE SALES & MARKETING RESULTED IN 450% PROFIT INCREASE

Data Tech Café More Than Tripled Their Revenue, Gained National Industry Recognition and Got Acquired by a Prestigious MSP Group

CHALLENGE

Data Tech Café relied heavily on word-of-mouth marketing and networking. While this approach initially brought them success, losing a major client left them needing new leads and revenue, quickly. They needed a comprehensive marketing strategy to attract qualified leads, shorten their sales cycle and increase profitability.

SOLUTION

Marketopia and Data Tech Café created a targeted marketing plan, revamped their website, and produced high-quality content to attract leads. SEO and PPC advertising reduced reliance on word-of-mouth. The sales team received tools and training to close more deals.

RESULTS

The results of Marketopia's work with Data Tech Café from 2019-2024 were admirable on every front:

- ⊗ **278% Revenue Growth:** Data Tech Café more than tripled its revenue, surpassing their initial goals and recovering from the loss of their previous major client.
- ⊗ **450% Profit Increase:** The company's profitability also skyrocketed, solidifying its financial position.
- ⊗ **Increased Efficiency:** The lead generation system streamlined the sales process, allowing Data Tech Café to close deals faster and focus on delivering exceptional service.
- ⊗ **Industry Recognition:** Data Tech Café's impressive growth caught the attention of The 20 MSP, a prestigious industry group. They were awarded "Member of the Year" in recognition of their outstanding performance.
- ⊗ **Successful Acquisition:** The company's rapid expansion ultimately led to a successful acquisition by The 20 MSP, a testament to their newfound market value.

RELIABLE, FRIENDLY, TRANSPARENT BUSINESS IT SUPPORT FROM DATA TECH CAFÉ

With the help of Marketopia, businesses across the Michigan area and beyond are now aware of Data Tech Café and the brilliance their experienced team brings to managed IT services. If you're looking for a reliable, approachable, professional company to look after your IT network, speak to Data Tech Café.

Data Tech Café is Known for:

- ⊗ 24/7 IT helpdesk support
- ⊗ Managed cybersecurity solutions
- ⊗ Comprehensive managed IT services
- ⊗ Cloud-based application management
- ⊗ Data regulations compliance
- ⊗ Custom web development
- ⊗ IT project consulting

"We're an advocate for Marketopia every day; they are actually the reason why we were so successful and able to have the opportunity to be acquired by a larger MSP. Marketopia made us look big and feel big. Always trust the process that Marketopia is providing. From start to finish it will guide you and give you the confidence to close more deals successfully and bring in high-value customers. Trust the process and see ROI immediately."

SEANN MORENO, CEO & FOUNDER OF DATA TECH CAFÉ



Since 2009, Data Tech Café has been a nationwide IT partner businesses can trust. They specialize in comprehensive managed IT services, with a strong focus on cybersecurity. This allows organizations across industries to build a secure and reliable foundation for growth. They deliver end-to-end IT solutions with predictable costs and exceptional service. Experience, expertise and guaranteed results - that's the Data Tech Café difference.

For more information, visit <https://datatechcafe.com/> or call (248) 609-3376.