

SAP Selects We-Storytellers To Be Part of Its Digital Marketing Services Bureau Network

Bangalore, October 7, 2021: We-Storytellers announced today that they have now been accredited as SAP Digital Marketing Service Bureau partners for “their extraordinary digital demand generation excellence.” As a result of this recognition, We-Storytellers is certified to deliver marketing services to SAP’s partner organizations.

As DMSB certified agency, [We-Storytellers](#) is well positioned to equip SAP partners in optimally utilizing their Marketing Development Funds (MDF) and crafting engaging campaigns. With a content first approach the SAP Partners would benefit from the decades of cumulative experience in digital marketing, thought leadership positioning and employer branding expertise of team We-Storytellers.

Startup SAP services partners now have access to best marketing support with a specially curated Startup Marketing Kit that allows them to be market ready in just 6 weeks. As part of this service, We-Storytellers consults them on positioning, messaging and pitch, helps them with website creation and sales enablement along with creation and management of their social media handles.

Founded during the pandemic, We- Storytellers, the young marketing communication startup began its journey in May 2020 as a two-member team. It has seen exemplary growth in just one year of its existence and has now a well-rounded team, supported by a strong network of writers and designers. The company partners with over 20 global enterprises and senior executives in delivering unique marketing and communication solutions.

We-Storytellers brings a unique blend of tech understanding, marketing expertise and business storytelling to the table. In the last year, the company has expanded its service lines beyond marketing support to include solutions for [social positioning of top executives](#), stakeholders / influencers engagement, employee communication and [employer branding](#).

According to Nidhi Mahesh, Chief Storyteller and Co-Founder, “Our raison d’etre is to challenge the status quo and create a new narrative in B2B marketing communication. As a content-led organization, we believe in organic engagement, reflecting a unique persona of each company and its leaders. In a cluttered and noisy market, we build differentiations with intent listening, meaningful conversation and sustained dialogues”.

We-Storytellers has an enviable roster of clients from IT Services, AI, Data Engineering and Cybersecurity sectors, and have successfully helped them translate tech speak to meaningful and engaging communication that gets business results.

Vasileios Stavrakas, Midmarket & Channel Marketing Manager, SAP ME South, said “In our journey of enabling and empowering our partner organizations with the best demand generation and marketing services, we are pleased to have We-Storyteller onboard. Their work in business storytelling is exemplary and we have chosen them for their excellence in demand generation.”

“We are extremely excited to have We-Storytellers as a part of SAP’s Digital Marketing Services Bureau Network to help SAP’s partner organizations find new avenues for growth through business storytelling. Exciting times ahead!”, said Karina Keil, SAP DMSB Officer for EMEA South.

About SAP DMSB

SAP Digital Marketing Services Bureau is an accreditation for Digital Marketing and Content agencies. The certification signifies alignment to SAP procedures, messaging and protocols. The agencies are listed in SAP Partners Edge portal and the partners are encouraged to leverage their services to plan and execute marketing campaigns.

About We- Storytellers

We-Storytellers is a niche marketing communication agency based in Bangalore, India with clients across the globe. Devoted to the discipline of business storytelling, we follow a unique proprietary approach to build and execute conversion focused marketing campaigns. We work as extended teams of our clients and support them with Marketing

Communication, Employer Branding, Bespoke Thought Leadership Positioning and Startup Marketing services.

Press Contact:

Shiran Mathew

Account Manager

We-Storytellers

shiran.mathew@we-storytellers.in

Contact - +91 9886030373

Website – www.we-storytellers.in