



Microsoft MSP Partner Achieves 244% Growth in Visibility through Marketplace Listing Optimization

A Maven Collective Marketing Case Study

KEY HIGHLIGHTS

244%

Growth in AppSource
Visibility

92.30%

Increase in Microsoft
Marketplace Engagement

19

Newly Published
Marketplace Listings

Long View Systems

People, Forward

Established: 1999

Location: Calgary, AB, Canada

Core Industries:

- Government
- Energy
- Retail
- Oil & Gas
- Tourism
- Education
- Financial Services
- Healthcare
- Transportation
- Utilities

Spotlight:

- 🏆 All Six Microsoft Solution Designation
- 🏆 8 Advanced Specialization
- 🏆 CSP Direct Supplier
- 🏆 Azure Expert MSP
- 🏆 25+ Years in Business

Long View Systems provides comprehensive IT solutions designed to help businesses manage and modernize their technology environments. As a Microsoft Managed Partner, they deliver services across cloud, security, and digital infrastructure.

Identifying Growth Barriers in AppSource

Long View had an established presence as a Microsoft Partner but recognized that their marketplace listings needed to stand out in a crowded space. To better connect with their target audience, they aimed to improve brand consistency and strengthen the messaging within their listings.

Seeking expert guidance, Long View turned to Maven Collective to audit their AppSource listings and identify areas for growth. Together, they set out to enhance Long View's listing visibility and drive stronger engagement across Microsoft AppSource.

Maven Collective Award-Winning Partner Marketing Services Delivered



Microsoft AppSource
Listing Audit



Tailored Messaging
for Commercial
Marketplace Audiences



Visual Supporting Asset
& Image Creation



Partner Center Support
for Submission, Validation
& Troubleshooting

The Maven Method

To address gaps in their marketplace presence, Long View partnered with Maven Collective Marketing, a trusted expert in Microsoft Partner marketing, to improve their professional service listings.

Maven Collective began by conducting a detailed audit of Long View's listings across Microsoft AppSource, identifying key areas for improvement, including inconsistent branding, vague solution descriptions, and missed keyword opportunities.

Building on these findings, Maven Collective developed a tailored strategy that focused on optimizing SEO-driven listing descriptions, enhancing backend configurations for better discoverability, and creating listing assets to deliver a cohesive brand experience. These recommendations addressed immediate gaps and established a foundation Long View could build on as they expand their marketplace presence.

Impressed by the depth of the audit and the actionable recommendations provided, Long View entrusted Maven Collective to implement the improvements and continue supporting the development of their Microsoft Commercial Marketplace listings moving forward.

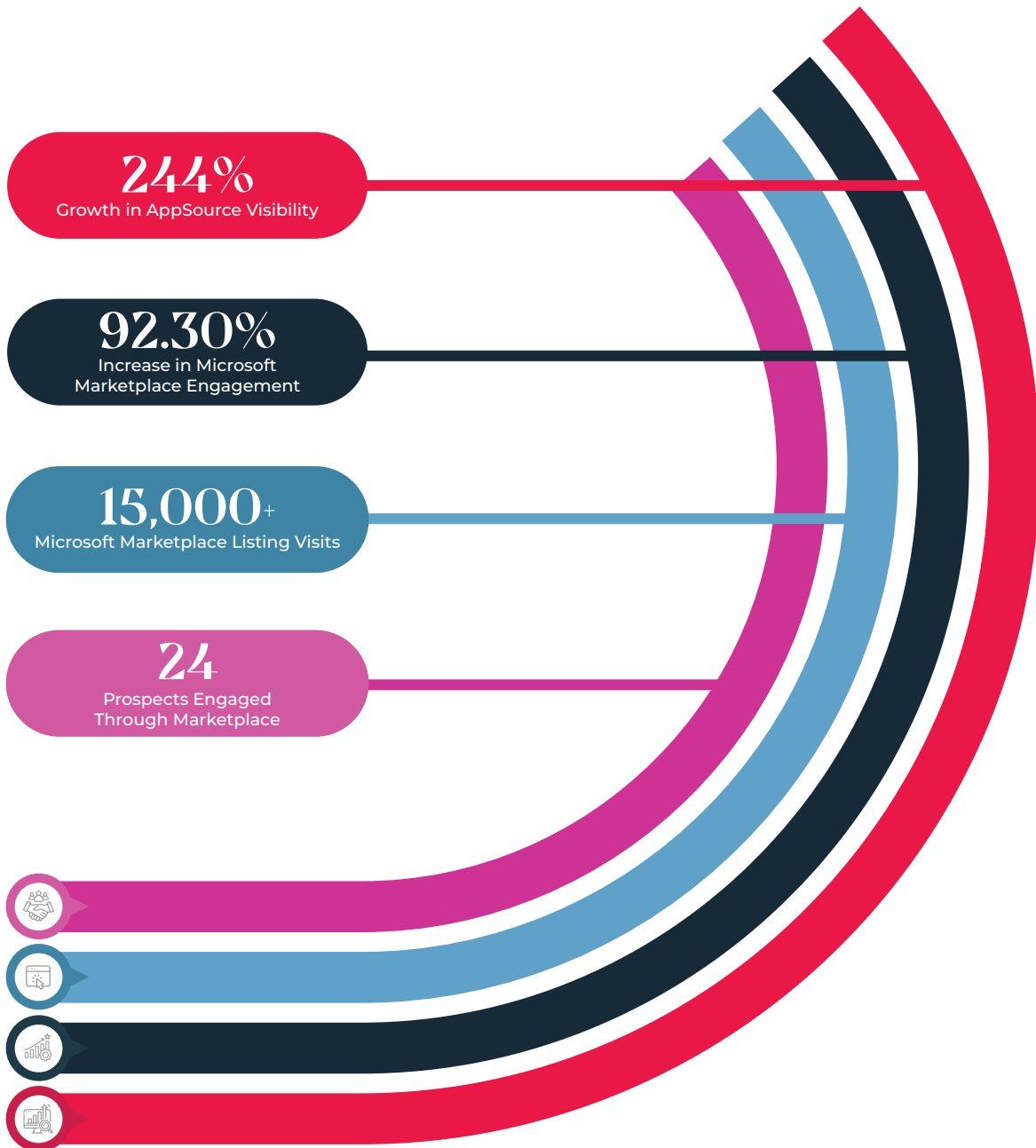
Engaging Maven Collective for a strategic overview and review of our Microsoft Marketplace listings yielded impactful, practical insights and best practices that we will not only use today but moving forward as a model for all our Microsoft Marketplace offerings. Working with their expert Microsoft Partner Marketing team is an 11 out of 10. We will continue to work with them to garner their expertise and would highly recommend the Mavens.

— Sean Culbert, Director, Strategic Alliances, Microsoft



Sustainable Microsoft Marketplace Growth Backed by Measurable Results

Long View partnered with Maven Collective Marketing to lead the end-to-end optimization of their Microsoft Marketplace presence. In one year, Maven published 19 new offers, 15 on AppSource and 4 on Azure Marketplace, while also refreshing and enhancing existing listings to align with Microsoft's best practices. This comprehensive effort not only elevated Long View's brand positioning within the Microsoft ecosystem but also drove measurable improvements across key Marketplace performance metrics, including:





Work with the Mavens

Maven Collective Marketing is the trusted B2B digital marketing services agency for Microsoft ISVs, CSPs, SIs, and MSPs. With more than a decade of experience working with Microsoft Partners, Maven Collective has curated compelling marketing strategies that have helped several businesses stand out in the sea of software sameness.

Ready to transform your marketing approach while leveraging the Microsoft ecosystem to grow your bottom line? You've found the right marketing partner to guide you.

Your Award-Winning, Results Focused Microsoft Marketing Partner



2025 IAMCP
PARTNERING AWARDS
WINNER

Exceed Your Growth Goals. Let's Embark.

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