



Case Studies TACTICS

QUESTION: Can we make people aware of our offering without a salesperson?

The Issue

A CMO of a technology company was being asked to help the company take a mature product and offer it to two new industries. The current website was highly focused on the legacy business, and the company had a territory focused sales form that didn't know the new industries.

Company Concerns:

- How do we make a new buyer aware of our product?
- What story line do we want them to follow?
- How do we measure success in the early stages of creating awareness?

Items Covered:

- What is the budget?
- Where should it be allocated?
- Who owns what and when it is going to be completed?

First Steps

We set up a weekly call time to allow them time to implement the plan and then revisit the issues with us. We also set aside two four-hour chunks of time to come up with the exact steps the management team would be implementing.

Second Steps

Throughout the implementation of a robust marketing platform and the completion of landing pages, the CMO was challenged to provide context on the results and to be able to translate the information in a manner the board could understand.

Items Covered:

- What does a prospect get in return for giving us his email?
- What does having the email mean?
- How long will the nurture cycle last?
- When is this lead ready for sales?

Results

- Clear data on leads
- Measurable ratios communicated
- The department's impact was significant

The Outcome

The company is making great strides into new industries without having to over spend on sales people. A lead can be nurtured deep into the funnel on their own and the marketing department is viewed differently than in the past. The board will fund future projects for the CMO because the plan was detailed, and the results are tangible.

Do you have a department that needs more tactical clarity?