

Situation

- A manufacturer and supplier of power products, equipment and services had experienced a decline in certain segments of their business
- While the marketing effort had been significantly increased there was not a focus on specific segments
- There was fragmented information available about specific segment size and growth opportunities
- In order for the organization to grow, the potential needed to be understood and the segments targeted in a more focused manner

Objectives

Define, design, write and build marketing and sales collateral that:

- Drive revenue growth
- Increase customer loyalty and retention
- Create a competitive advantage
- Drive new leads to the sales force

Approach

- Research and define potential segments and competitors
- Develop a detailed process to execute different campaigns
- Develop electronic case study templates, copy, press releases and product or service related landing pages
- Develop white papers through research, email positioning copy, website landing pages and copy drafting
- Create new product intros including electronic product specification sheets or sell sheets, email copy, website landing pages and press releases
- Create 5 separate product videos (5-7 minutes each)
 - Create concepts and storyboards
 - Stage and film
 - Take through post production and editing
 - Release and support with e-mail, press and web pages

Results

- Understanding market potential helped secure a larger budget and expanded the sales and marketing staff to help gain a larger market share
- Release of the first white paper helped April sales surpass the combined sales of the prior three months
- Cases and whitepapers drove inquiries from those who were considering a switch from competitor's products
- Case and white paper initiatives paid for themselves with the first campaign launch
- The first product video release more than covered development cost of all 5 videos and also had a healthy profit
- Materials developed will help drive continued double-digit growth of the previously declining business units