



NEW MARKET ENTRANT **CASE STUDY**

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Executive Summary

To be successful a new company must have a cohesive sales and marketing strategy. This ensures that all marketing efforts are aligned with sales goals, creating a seamless customer experience. By working together, sales and marketing can identify target customers, develop effective campaigns, and track results. This cohesive approach helps businesses build brand awareness, generate leads, and close deals.



NEW MARKET ENTRANT

Insights

Problem:

- The company had a good product and solution, but it was a new entrant into a market whose competitors had been in the industry for many years.

Solution:

- The company implemented a new sales and marketing strategy that focused on building its online presence and on creating content that would engage potential customers.
- This included:
 - Building a new website that was informative and user-friendly.
 - Increasing the company's LinkedIn presence by sharing relevant content and by engaging with potential customers.
 - Developing case studies, white papers, and thought pieces that would showcase the company's expertise and its solutions.
 - Developing a communication plan to regularly reach out to potential customers with relevant and useful information.

Results:

- The company's website saw a significant increase in traffic and session duration.
- The company's LinkedIn followers doubled in the first year.
- The company generated new leads through its automation marketing efforts.
- The company closed on its first major international deal in 14 months.

Conclusion:

- By building its online presence and by creating content that engaged potential customers, the company was able to overcome its competition and achieve its sales goals.

Noteworthy:

- When developing a site take the time to meet with as many team members and customers as possible. Use this information to develop not only the website but your brand guidelines, brand story, and develop the team.
- A strong metric on the quality of the marketing resources created is how often your salespeople use them.
- ROMI – always measure the results of every campaign and share with your team the data to develop ideas for the next campaign.

Conclusion

"At the beginning of developing a strategy and execution plan needs to be a clear goal, increase profits and shareholder ."

Frank Moreno

