



OUTCOMES

10X

Revenue Increase
Over Previous Year

7X

Average
Engagement Size
Over Previous Year

6%

Increase in Repeat
Business (85%)

Creating Repeatable and Sustainable Growth

Problem

Our client, a management consulting firm, spent very little time and money marketing their services. They lacked some foundational documents like a value proposition and client personas. Their website was outdated and did not have a compelling and consistent message or calls to actions (CTAs). They were struggling to capture new growth from their traditional lead channels.

Solution

Company Expert used its Marketing Growth Block to assess the firm's 18 different capabilities. We produced a heat map of their marketing capabilities by comparing them to industry best practices creating a baseline from which to measure progress going forward. We then documented their long-range business goals and developed their future state marketing strategy. Next we created a roadmap to help them move from where they were to where they wanted to be in the future. The roadmap consisted initially of a 90 plan which was composed of 3, thirty day sprints. Once we finished the 90 plan, we implemented a long-range marketing plan which we execute for them on a monthly basis.

Outputs

- Long-Range Marketing Plan
- 5 Different Campaigns Actively Managed and Optimized Monthly
- Lead Generation Piece
- Enhanced Website Designed for Conversions
- Follow-Up Emails
- Newsletter Creation
- Content Copywriting
- Creation of Foundational Marketing Tools Such as: Value proposition, client personas, editorial guidelines, revised proposals



OUTCOMES

3X

Revenue Increase
Over Previous Year

25+

Expected Closed
Deals Referred by
New Partners

50+

New leads in the
first 3 months of
campaign

Multi-Pronged Strategy for Accelerating Growth

Problem

Our client, a government contracts consulting firm, had peaks and valleys in their business and wanted a predictable and sustainable way to produce ongoing leads and revenue.

Solution

Company Expert developed a short and long-term approach towards growing their revenue. Short-term the firm needed to quickly grow a source of referrals. Company Expert built a channel strategy that identified the best firms to partner with and developed the messaging, presentations, and other collateral to win and grow new strategic partnerships.

The long-term approach was to improve develop an ongoing marketing campaign to key influencers in the industry to generate new leads and improve their efficiency and effectiveness at conferences (a key source for referrals)

Outputs

- Developed Partnership Go-To-Market Strategy
- Developed Their Value Proposition
- Created a Campaign to Target Key Influencers
- Created Landing Pages and Configured the Marketing Automation for the Campaign
- Created a Lead Generation Piece and Follow-Up Emails
- Developed a Conference Effectiveness Guide
- Developed Key Marketing Collateral



OUTCOMES

NEW

Shifted business and fund strategy to target social impact investors

NEW

Value Proposition articulating their social and environmental impact and excellent investment returns

NEW

Content developed for company website and marketing materials

Rising Above the Noise

Problem

Our client was competing in a crowded marketplace and wanted to differentiate itself from its competitors better. They needed a firm to come in to think strategically about their business and how to rise above the noise in the industry.

Solution

Company Expert used our Marketing Growth Block to assess the firm in 18 different marketing capabilities required for long-term growth. The firm lacked many foundational marketing capabilities and a compelling proposition.

We worked with the firm to refine its messaging and better identify their target audience. We also identified their key differentiators. Rather than trying to be all things to all people, we focused the company on where we thought they could deliver the most value. As a result, they shifted the focus of their fund strategy and target market from their historical market to become the only firm in the industry focused on the social impact space.

Outputs

- Value Proposition
- Key Points of Differentiation
- Marketing Capabilities Assessment
- Presentation Development
- Website Copywriting

OUTCOMES SYSTEM

The client has a marketing system that includes documented processes, playbooks, and technology

NEW

Brand positioning on the website, LinkedIn company, and staff profiles

STAFF

Educated and trained to implement and continuously improve the system

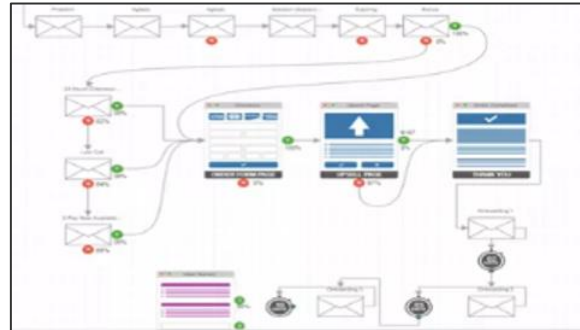
Lead Generation

Problem

Our client was very successful in their local market, but they wanted to expand and generate leads in new areas. Historically, they relied on referrals, advertising, and some cold outreach.

Solution

Company Expert developed a multi-channel marketing plan that included LinkedIn and cold email campaigns.



- Assessment of the firm's marketing capabilities and previous campaigns
- Improving the overall positioning of the firm
- Developing content to support the marketing and sales campaigns

Outputs

- Target market and personas
- Campaign map
- CRM and marketing technology stack recommendations and configuration
- LinkedIn, email warm-up, sequencing, and content development
- Website and LinkedIn enhancements
- New landing pages
- Value proposition
- Marketing collateral assessment and recommendations