



## Case study

Industry: IT

Organisation: SME

Challenge: Underperforming marketing team

Benefits: Creating a high-performing marketing team

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## Reviewing marketing performance

Reviewing the skills and performance of the marketing team and analysing the effectiveness of the marketing activities to provide recommendations for creating a high-performing marketing team

As a multi-location services company, the business had grown through acquisitions and investment, relying on relationships of consultants to gain traction in the market place. It had a central marketing team delivering marketing services to all offices. However the investment in marketing had not kept pace with the growth of the company and the Executive Team felt the marketing function was no longer strong enough to build a sustainable pipeline.

### Challenge:

The business was relying on consultants to deliver revenues through the support of the marketing team. However the reactive and ad-hoc approach meant that the marketing team had no visibility of requests for support in advance. This resulted in rushed deliverables of poor quality.

### Solution:

We reviewed the marketing team, looking at skill-sets, experience and capability. We carried out channel effectiveness audits, marketing activity review, quality of customer-engagement and ability to deliver. We developed a solution that positioned marketing as a 'strategic partner' for each office rather than a call-upon central service. The recommendations included supplementing the team with a strategic marketing director who would be able to align business objectives with corporate marketing deliverables and reviewing budgets to reduce event spend while increasing digital spend.

### Benefits:

By changing the focus of marketing from a tactical day-to-day delivery of basic marketing towards a more proactive strategic approach, the business built a high-performing marketing team who were seen as a strategic partner.

Focus on marketing KPIs were established so the teams were able to have constructive discussions with each office to determine how the marketing plans would help generate revenue. The overall result was a clear marketing ROI and a marketing team that was seen to be delivering value.