



PEDOWITZ
GROUP

The Revenue Marketing
Consulting Firm

Case Study



Video
Conferencing
Service
Company

The Challenge

An innovative video conferencing service company wanted to optimize its current budget by streamlining vendors, technology, and program spend while simultaneously increasing revenue and ROI, all relatively quickly. They came to TPG to get assistance in turning their revenue around. Although marketing efforts were well established and operations were successful, the company wanted to drive even greater contribution to the business, while simultaneously discovering and eliminating wasteful spending.

TPG was tasked with determining how to best optimize the company's current spend, while at the same time increasing revenue and ROI. They were also asked to create a 2-year budget plan that would position them as a leader in their competitive market. Because a private equity firm had recently acquired the client, they wanted to see how TPG's expertise could help them streamline their processes and push them even further ahead of the pack.

The Solution

First, TPG presented a view of potential strategic transformations; including an initial spend

analysis process. Then, by utilizing the four lenses of budgeting TPG developed, the client was able to hone in on their spending and quickly reduce their budget. Along with better aligning their budget with this new strategy going forward, they also compared it to existing benchmarks, looked at the relative performance of previous tactics, and streamlined the marketing budget as a whole. Through the use of TPG's innovative processes, the client was able to gain clear insight into ways to make their new strategy match the external environment and then budget with more focus to reinforce the strategy and boost sales at the same time.



How TPG Helped

Initially, TPG conducted discovery through interviews and a documentation review of the company's previous supply and demand processes. They also conducted their own industry analysis to create context around their recommendations for the existing operating environment. TPG then integrated their findings and conducted their own analysis on current spend and applied the Four Lenses of Budgeting methodology to align their allocations to the existing strategy, distribute funds in accordance with benchmarks, compare tactical performance towards achieving business objectives, and streamline the overall budget by consolidating redundant spend. This process worked by focusing on overall strategy, budgeting, and collaboration to find ways to focus on their goals in the current market.

Next Steps



Ongoing expectation to continue to grow revenue with a reduced budget



Engage future steps to examine marketing operations, tactic effectiveness, and organizational components for additional reductions and efficiencies.



Continued focus on critical strategic moves to stay ahead of the competition

Results

TPG uncovered the need for organizational changes that accompanied the budget recommendations in order for the client to deploy the new spend plans and successfully reduce the overall budget. The new budget provided a way to direct the organization towards a new, innovative marketing strategy.

The recommended budget was designed to achieve three objectives:

- Increase revenue growth
- Provide methods for scaled operations
- Create a plan for go-to-market transformation



By uncovering and developing this focused strategy and direction, using TPG's tried and true methods, the company was able to streamline their focus on two markets, with emphasis on channel and integrating all marketing efforts to save on budget and turn a higher profit. They could now move forward and place themselves as an innovative leader in the field via the utilization of new marketing strategies, and successfully transforming their business as profitable in that 2- year time span, and into the future.

Lessons Learned

TPG provided an extended plan for both 2017 and 2018, along with details for the best ways to manage their current Digital Marketing as well as planning for future growth in both spending and strategy. They also provided the technology and process recommendations necessary to implement the recommended spend allocations. TPG offered organizational methods to make those plans a reality that would carry into the future. In this way, TPG's organizational recommendations have been critical in allowing us to successfully allocating funds and continue on the road to success.

The Pedowitz Group – Connecting Marketing to Revenue™

The Pedowitz Group wrote the book, and is the undisputed thought leader on Revenue Marketing™. As your partner, TPG helps you plan, build and optimize your revenue engine by delivering services in Marketing Technology, demand generation and marketing operations. We believe that marketing is the driver of customer engagement that fuels the revenue engine. The Pedowitz Group customers have won over 50 national awards for their Revenue Marketing excellence.

