



The Revenue Marketing Consulting Firm

Case Study

HR
management
COMPANY

The Challenge

This small and agile company specializes in revolutionizing benefits and HR administration, but they needed to maximize the effectiveness of their marketing activities, and tie them more closely to sales revenue.

While the company had strong marketing technology and CRM tools in place, they lacked best practices to optimize performance and they needed a tighter program integration to achieve better reporting. The company also wanted to achieve better sales and marketing alignment, and optimize their lead management processes.

The Solution

In order to achieve immediate results, they chose The Pedowitz Group (TPG) to assist them, after learning more about the benefits of Marketo from a TPG educational session. By leveraging the TPG lead management best practices, the company was able to dramatically improve their sales pipeline.

TPG conducted a Marketo enablement and followed up with a six-month review. The enablement process included a Salesforce health check to assess in detail where improvements could be made to develop and streamline campaign processes for easier execution in the long term.

TPG also updated the campaign processes to include inbound and outbound omni-channel programs. With the knowledge that Salesforce focuses on the sales end of the funnel, TPG optimized the integration between Marketo and Salesforce, offering a more holistic picture of the company's lead progression over time. This optimization allowed the company to:

- Improve standards-based reporting
- Supplement reporting for better business decisions
- Improve data management
- Enhance lead distribution through the lead lifecycle



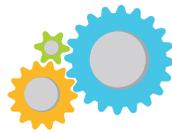
These changes resulted in both productivity gains and much better collaboration between internal teams.

By working with TPG to implement lead life cycle management best practices, the company was better able to develop accurate reporting, and access reliable data they could utilize to prove marketing's influence on revenue, allowing them to streamline their processes for ultimate success.

Benefits



Clarify lead ownership and lead accountability



Provide effective communication between sales and marketing



Optimize processes and fill in identified alignment gaps

The TPG lead management solution was the basis for aligning sales and marketing, giving us visibility to our marketing sourced pipeline and marketing influenced results. Every Marketo enablement should start here.

– Director of Demand Generation



The Results

The team was able to quickly access better reporting via intelligent data analysis, to know when a program was under-performing. This fast access to data knowledge enabled them to determine what changes to make, and then to prioritize future processes to assist them in meeting their marketing and sales goals more effectively.

INCREASE			IMPROVE	
				
Lead quality and lead quantity	Marketing and sales productivity	Visibility/control of results	Sales and marketing alignment	Lead management process

Marketing and Sales Alignment

Any business with high levels of alignment between marketing and sales via integrating collaborative processes offered by TPG, will be empowered to better achieve sales targets. With collaboration in place, a business can pay more attention to lead generation, prospect nurturing, and gain valuable information about customers to better enable sales overall.

The Pedowitz Group is the world’s largest full-service Revenue Marketing company. A two time Pacesetter winner, The Pedowitz Group helps global clients transform their marketing organizations from cost centers to revenue centers by assessing and optimizing six controls: strategy, people, process, technology, customers and results.

