

Case Study

Integrated Marketing

Worldwide consulting company – Ecosystem management

Client

The client is a 40,000 strong international consulting company with offices in North America, Europe and locations all over the world. The company consults Fortune 500 businesses which are some of the largest companies in the United States and internationally.

Challenge

Over the previous eighteen months our client was consistently missing their communication delivery deadlines, underperforming against their lead generation goals as well as their client acquisition percentages across their 13 online and mobile service lines each with their own marketing support staff. They had dedicated a reasonable budget and partnered with external resources to collaborate with on campaign delivery and management. The team was already stretched very thin for available time and could not dedicate the proper resources to diagnose the reasons for underperformance. We were tasked with discovering the cause and engineering a solution to address these shortfalls and lay the foundation for progressively positive performance.

Services Rendered

Insights: Analysis & validation | Execution options

Business Model Design

Business process modeling | Solution engineering | Software selection

Development & Integration

Database design/architecture | Data Migration | Server & Client Tier programming | API integration

Program Management

Ongoing development & project management support
Outbound marketing program support

Weeks to days/hours
Reduction in content
delivery turn-around
times

CATALYSTS

CLOUD

Setup Amazon Web Services VPN virtual private network, EC2 webserver, RDS database and Cloud Watch services to reduce TCO Total Cost of Ownership, speed deployment, reduce downtime and increase scalability

INTEGRATED MARKETING

Integrated Umbraco CMS (information delivery), Google Analytics, Tag Manager and Search Console (performance optimization), to optimize the ecosystem that supports email, banner and direct marketing campaigns.

PROGRAM MANAGEMENT

Continuously improved awareness and promotional campaign performance across the integrated marketing platform and supported additional website feature rollouts

Solution

One of our digital business managers analyzed the outbound communications process. We worked with the clients internal marketing managers to arrive at a detailed understanding of the daily management challenges. After our Hypotheses Modeling was completed we determined that the main factors for underperformance was that response times of internal support resources wasn't sufficient to effectively conduct a timely/consistent outbound communications strategy. Based on this discovery we went about engineering a solution plan to migrate the integrated marketing ecosystem to the cloud, introducing a new task management process and supplant portions of internal resources with our integrated marketing support staff. Our execution team set-up and integrated the end-to-end process across all technology platforms and work-streams.

Results

The actions taken to improve the process reduced content delivery turn-around times from weeks to days or hours. A reduction of infrastructure costs by 70% and decrease in time spent by client marketing managers on campaign management support tasks.

Features

- Amazon AWS cloud services
- Marketing ecosystem support of 12 service lines
- Dedicated marketing support team
- Access to our technical resources