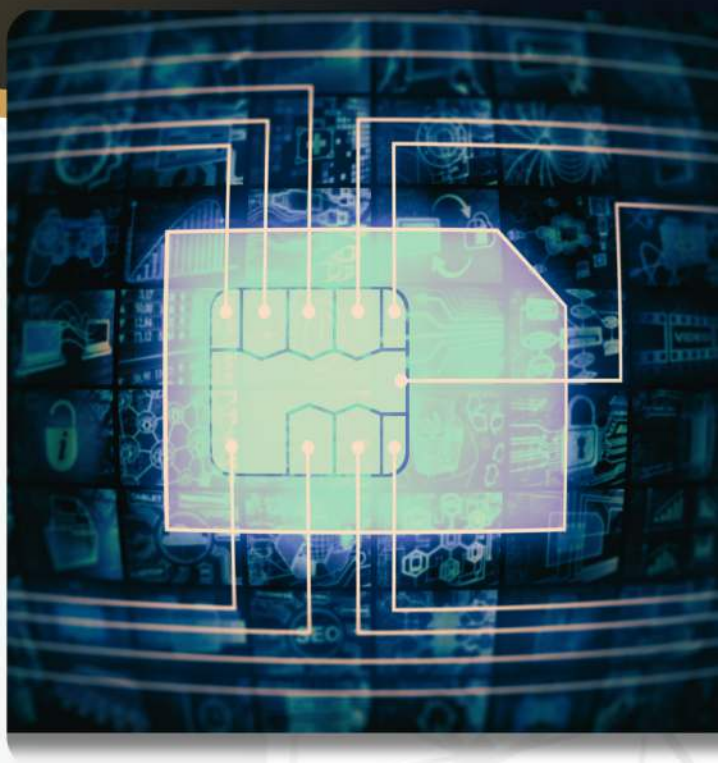
CASE STUDY

yorCMO
FRACTIONAL MARKETING SYSTEM

Elevating Able Device's Market Position Through Strategic Messaging



Overview

Cutting through the noise and clutter to tell your story is a must for every business. Likewise, leading with the wrong message—or even an unrefined one—can hold a business back from reaching its full potential.

But how can you identify when that's the case for your business?

Able Device, a pioneering software company, turned to fractional CMO Swanie Tolentino to help them broaden their reach within their market, refine their narrative and messaging strategy, and align with broader market opportunities.

Lost in Translation

Able Device is a pioneering software company founded by cellular communication experts with a cumulative experience of over a century.

Their flagship product, SIMbae, transforms decision-making and automation at the edge, addressing intricate challenges in managing cellular-connected devices and networks.

The company was at the cusp of making a critical pivot in its strategy and expanding its market presence—and its existing messaging was holding it back.

Their messaging was highly technical, hindering effective communication—even within their own team. This technical focus limited their appeal primarily to developers and specialists in the mobile cellular industry.

Recognizing the need to reach out to a broader enterprise IT audience, Able Device worked with fractional CMO Swanie Tolentino to switch up their messaging strategy to more efficiently communicate with the right people.

Let's dive into how they did just that.

The Right Message Speaks Volumes



The approach involved a comprehensive strategy to realign Able Device's messaging with their business goals and market demands.

First, Swanie conducted interviews with key stakeholders within Able Device and their partners and customers to understand current perceptions and challenges. The goal here was to determine where the misalignment was happening and devise a plan to address those gaps.

Next, Swanie and Able Device worked together on messaging strategy development. They built out a new messaging framework that simplified the value proposition of SIMbae for enterprise IT professionals and decision-makers unfamiliar with mobile telecommunications.

They also ensured that the new messaging aligned with underlying business strategy recommendations to ensure coherence and relevance in the market.

The Results Speak For Themselves

Swanie's strategy yielded tremendous outcomes for Able Device—and they're still reaping the benefits to this day.

First, developing clear and compelling messaging worked to reach more enterprise IT professionals and decision-makers. And thanks to the openness and support from Able Device's leadership, adopting and implementing the new messaging strategy was seamless.

Due to the success of their new messaging, Able Device positioned their brand as a viable solution provider beyond the traditional mobile telecommunications sphere.



Roger Dewey
Founder and CEO
Able Device

"Swanie has greatly exceeded our expectations in the short time that she has been with us as a fractional CMO. Our startup deals in esoteric technology (SIM applets) that are not widely understood even in the mobile telecommunications industry. Swanie quickly picked up the technology and gained the trust of our overly technical team.

She then developed marketing messages that clearly communicate the value of our offering to enterprise IT professionals who have no mobile telecommunications experience, as well as the enterprise decision-makers who need to be convinced to assign resources to evaluate our offering. This has substantially improved our market and business position."

Does Your Messaging Need a Second Set of Eyes?

Able Device's story highlights how strategic messaging can transform a company's market position and appeal, particularly in technical industries where clarity and relevance can make the difference between growth and stagnancy.

Does your messaging framework need an overhaul—or just some strategic tweaking? *Connect with Swanie today and see how she can help your business.*



Swanie Tolentino

CHIEF MARKETING OFFICER

Swanie is a trusted marketing executive with over two decades of experience leading global marketing strategies, product launches, and sales initiatives in the technology sector.

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Connect with Swanie on LinkedIn

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To discover how yorCMO's expertise can enhance your brand and drive growth, contact us for a consultation and start transforming your marketing strategy today!

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