



yorCMO
FRACTIONAL MARKETING SYSTEM

LINCOLN[®]
INDUSTRIES

Creating a Strategy for Future Growth

Sales process development and marketing alignment melds team together.

Executive Summary

Lincoln, Nebraska-based Lincoln Industries (www.lincolnindustries.com) is the largest and most diverse privately-held metal finishing company in North America. The 64-year-old company specializes in high-end premier metal finishing for industrial and consumer products, as well as supply chain management. Business development efforts started to stall and the need for comprehensive marketing and sales processes grew.

yorCMO helped Lincoln Industries align sales and marketing teams, and develop an inside sales process and lead generation strategy that informs current and prospective clients of new product offerings to scale their business.

"I would encourage any company who is thinking about working with yorCMO to just try it. The great thing about them is that everyone that we've worked with is not only kind and caring, but really knowledgeable and skilled," commented Jacox.

Challenges

Lincoln's marketing challenges were two fold. There was no lead generation in place, and no way to nurture their customers or identify new prospects. The company had done very little marketing in the past and the department did not historically support sales efforts. It was imperative that Lincoln develop a solid strategy to support prospect engagement during their 12+ month sales cycle.

Solutions

Lincoln Industries ultimately partnered with yorCMO because of our consultative approach, integrating clients into the process rather than working separately.

“It’s always a little unique when you reach out to someone externally and ask them to come into your space,” said Kayla Jacox, Lincoln Industries’ Director of Marketing. “One of the things that I really appreciate about yorCMO is that there is a huge level of respect from both sides. Whether they are sharing new ideas or pushing us to think about things differently, it is always with a great amount of respect for our organization and how things function.”

Collaboration

To support business development growth efforts, yorCMO built an inside sales process and refined the sales steps, including adapting a CRM. They also facilitated the hiring and onboarding of an inside sales representative to bridge the gap between the marketing and sales departments. Jacox noted that “it has been extremely beneficial for our sales team to have a part in what the marketing team is doing because it has an impact on their daily life. Having everyone aligned and working toward the same outcome has been great for team building.”

Communication

Next, marketing messaging was created to leverage in the appropriate sales steps. Once in place, Lincoln’s first evergreen marketing campaign launched in the form of a quarterly newsletter with monthly customer success stories to remain in front of clients and prospects.



Results

The new sales process developed by yorCMO, which includes analytics tracking, brought Lincoln Industries immediate success in the form of five new meetings captured with ideal clients within 30 days.

A drip campaign was adopted to enhance customer nurturing, and they have seen an influx of new leads and interest. “The sales team had never really seen the outcome of their hard work in relation to cold calling, setting appointments, etc.,” commented Jacox. “Now they can see the ins and outs of what’s happening. It’s provided motivation and direction for the team.”

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“Before yorCMO, we didn’t know where to begin with marketing. Their process has been great at helping us keep focus on the big items that need to be taken care of,” said Jacox.



Developed comprehensive inside sales process and plan



Established consistent lead generation and prospecting system



Improved internal engagement between sales and marketing teams and shared successes