

## CASE STUDY

# Turning Around a Failing Marketing and Sales Organization

The latest data finds that up to 90% of startups fail—no matter the industry—by year five.

But even established businesses can struggle with stagnant revenue growth due to outdated approaches. When that happens, it's time to reevaluate the marketing approach.

That's precisely what one long-standing player in their industry did.

Despite their history, the company had been experiencing a decline in revenue over the past few years. Their traditional marketing efforts were no longer yielding satisfactory results as they weren't landing with what their current consumers actually wanted. Additionally, their sales team lacked motivation and struggled with closing deals.

Fractional CMO **Chris Daniello** stepped in and helped the company turn their profits into high gear with targeted marketing. Let's see how.



## The Issue

The first part of any marketing overhaul is identifying the source—or in this case, sources—of the problem.

Of course, one challenge stuck out immediately: stagnant revenue growth.

Despite being well-known within the industry, the company was unable to generate significant revenue growth.

The next step was to determine why. As is the case with many established businesses, companies can tend to rely on tactics that worked in the past—but no longer serve today's customers.

This company's existing sales approach, for example, relied heavily on cold calling without leveraging digital platforms or personalized engagement methods.

They also lacked fresh, modern ideas that could resonate with today's audience, and this lack of innovation was evident in both their marketing campaigns and overall business strategy.

*Related: [Moving Beyond Generic in the World of Marketing](#)*

## The Approach

It was time for a fresh start. First, Chris Daniello conducted an extensive analysis of the company's current market positioning along with competitor research to determine what gaps they had in their messaging across various channels—both online and offline.

Then, it was time for a revamp. When it comes to marketing messaging, words matter. Making sure your message comes across clearly and quickly is key in staying memorable in a saturated industry.



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For this company, developing strong messaging that resonated with its customers' needs was key in differentiating them from competitors.

*Related: [Speaking Your Customer's Language](#)*

## Going Digital

Forging a personal, human connection is what makes sales interactions successful.

To address ineffective sales strategies, Chris introduced a more customer-centric approach, giving sales the tools to speak with—not at—customers.

Training programs were implemented to enhance the team's selling skills and provide them with modern tools for lead generation, and nurturing prospects through personalized communication channels.

There's a good reason to get personal. 89% of marketers can see an increase in their ROI when they personalize their campaigns, and 60% of customers are more likely to be repeated if they have a personalized shopping experience.

*Related: [Closing the Gap: Smarketing Strategies for Superior Lead Generation](#)*

## Partnering Up

When you're in the game for a long time, forging strategic alliances can give you the extra boost you need to expand your reach.

That's why Chris identified potential strategic alliances that could help the company tap into new markets.

By forming partnerships with complementary businesses in related industries, they were able to leverage each other's strengths and access untapped customer segments.



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## Growing Up, Up, Up!

The company saw incredible success using its new marketing strategies.

Within six months they experienced a significant turnaround in revenue growth. **Their top-line revenues increased by 25%, surpassing industry benchmarks.**

Their sales strategies also turned around. The new process led to improved conversion rates as the sales team became more adept at engaging customers using targeted messaging tailored specifically towards their pain points.

The company's overall brand perception also saw a major improvement. Through thought leadership content creation efforts, such as blogging and social media engagement, the company established itself as an authority within its niche. This helped them gain favor with their target audience and increase trust.

*Related: [The Importance of Brand and Brand Management](#)*

## Need a Fresh Start?

If you've been in the game for a while, it might be time to take a step back and analyze just how well your marketing strategies are working for you.

A fractional CMO can give you the guidance and C-Suite level leadership you need—without having to hire a full-time CMO.

They stay on board, help you execute your marketing strategy, and ensure that everything runs smoothly.

**Reach out today!**



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