

Integrated marketing platform helps manufacturer improve sales cycles and team alignment



Case Study

Sales Team now has hands-on visibility and can measure revenue impact

Benefits

- Integrated data has now allowed this manufacturer to close the loop from lead to sales, justify event investment decisions, and can measure
- Enhanced marketing campaigns that use data-driven strategies.
- Optimized marketing nurture and communication projects using a range of different content, including email, social and webinars.
- Higher quality communication with distributors and sales channel partners across the globe.

"Using ClickDimensions allows me to do much more in-house, saving thousands of dollars in addition to turnaround time savings."

- Sr. Digital Marketing Strategist

A premier global materials manufacturer headquartered in New York has built a global technical support and supply chain across the globe.

The pandemic coupled with changing customer expectations posed many challenges to the manufacturing industry. Conferences became webinars and in-person appointments transitioned to online meet-ups. While the marketing team had been generally satisfied using Sharpspring for their email marketing, the shift away from lead generating tradeshows and towards a 100% digital customer experience drove their senior digital marketing strategist, to investigate alternatives.

Challenge

Capitalizing on this American manufacturing success story, their marketing team had aspirations of taking their campaigns to the next level. Having been frustrated by the lack of visibility Sharpspring provided into lead nurturing results, they struggled with the inability to provide ROI reporting to their leadership team. The glitchy sync between Sharpspring and their Dynamics CRM was an ongoing source of data-mapping troubles as well.

Solution

They prioritized their research into marketing automation solutions that were natively built to connect with Microsoft Dynamics, with the expectation this would help further align their sales and marketing teams and provide the ROI quantification needed for their executive team. After reviewing Microsoft Marketing and ActOn, they selected ClickDimensions based on the wide range of tools and features that natively connect with Microsoft Dynamics, the simple pricing structure and extensive onboarding program.

Results

An important quick win was a dramatic improvement on their lead process. The internal teams began addressing the customer journey, specifically targeting leads generated at events and tracked them all the way through to the closed sale stage, this transparency into revenue impact provided clear ROI and clarity on their lead process structure.

The executive team found the drag and drop editors so much more intuitive, no longer needing to engage outside web developer resources to build campaign templates, which accelerates the campaign schedules, as well as saving valuable budget dollars.

Perhaps most impactfully, the sales team now has hands-on visibility into the engagement of specific leads and prospects. This insight allows the sales team to strategize before reaching out to a prospect, ensuring they've prepared product-specific materials, which are driving more successful sales cycles.