

E-newsletter: Streamlining Success Stories Across Business Segments and Teams.

Newsletter Case Study



Silicon Valley's networking solutions leader chose Crawford Group to centralize and elevate success stories and best practices, recognizing their proven expertise for industry influence.

Executive Summary

A Silicon Valley-based networking solutions leader sought to centralize best practices and success story development amid time and internal resource constraints. Turning to Crawford Group's marketing communications expertise, they engaged in a strategic partnership. This collaboration aimed to streamline the process, leveraging Crawford Group's proven capabilities for effective program design and execution. In aligning with industry trends, the client anticipated enhanced narrative impact and centralized knowledge dissemination.

Customer Situation

The customer lacked the internal skillset to build a success story program and process. They needed to bridge silos, enhance brand consistency, and streamline customer engagement across disparate systems. Crawford Group deployed a dedicated field marketing expert to establish a streamlined process for best practices and success story management. This included lead submission, story development, and distribution. A monthly E-newsletter was initiated encompassing multi-segment success stories, best practices, and seller success recognition within field marketing programs. Additionally, it featured promotions for potential external case studies and videos. The newsletter is distributed monthly to sales leadership, sellers, and select product team members.

Approach

- Conducted in-depth analysis of objectives, challenges, and processes.
- Allocated a dedicated field marketing expert for streamlined implementation.
- Developed a tailored approach for success story distribution.
- Adapted the approach for global market variations and unique requirements.
- Implemented ongoing refinements for program effectiveness.

Solution

- Launched a Monthly E-newsletter for success stories and best practices.
- Ensured diverse content coverage in the E-newsletter.
- Integrated seller recognition programs for field marketing motivation.
- Included promotions for external case studies and videos.
- Distributed the E-newsletter to 1,400 strategic recipients.

Measures of Success (ROI)

- ↑ **45%** consistent unique open rate
- ↑ **Increased** total opens due to forwards/shares
- ↑ **30% increase** of company exposure
- ↑ **Leveraged success stories for external case studies***
**300 Success stories developed and shared across global markets over 4 years*