

# Integrated Marketing Team: Scalable Marcom Solutions for Global Innovator

## Integrated Marketing Case Study



**How a global audio technology leader in Northern California partnered with Crawford Group to revolutionize their marketing communications and optimize demand generation programs.**

### **Executive Summary**

A Northern California-based global leader in audio and communications technology partnered with Crawford Group to revolutionize its marketing communications and ensure efficiency in program delivery. Crawford Group's solution provided a team of creative professionals, marcom project management, and marketing automation expertise, resulting in significant cost savings and successful program expertise, resulting in significant cost savings and successful program delivery.

### **Customer Situation**

As a global leader in audio technology headquartered in Northern California, they grappled with managing its creative services team, comprised of full-time, part-time, and agency resources. The challenges included workload fluctuations, maintaining quality and brand consistency, and controlling budgets. Recognizing the need for a more efficient marketing communications team and expanded marketing automation expertise, they engaged Crawford Group. The solution involved building a dedicated creative team, expanding services to include marcom project management, and adding a marketing automation team to execute programs.

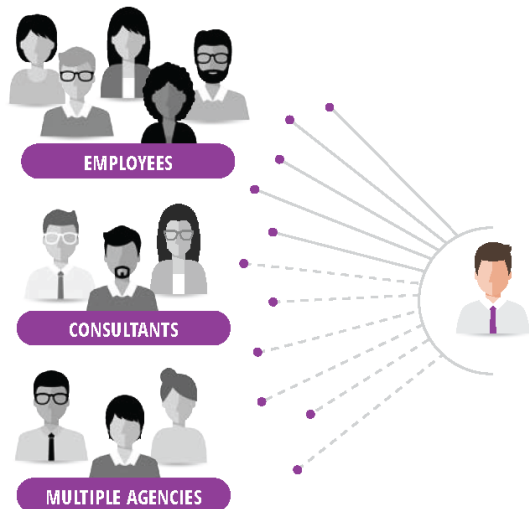
### **Approach**

- Established a team of eight creative professionals to address key creative needs, managed by a dedicated lead.
- Augmented the core team with brand-trained resources from a flexible pool to handle increased workflow or specialized skill requirements.
- Added a four-person marcom project management team to execute communications for customer, sales, and channel programs, extending support to HR communications.
- Seamlessly integrated the newest expert into the existing team with a tailored training program.
- As marketing programs increased to 300+ per quarter, added a three-person marketing automation team to execute programs, analyze data, and track results.
- The expert immediately boosted response rates compared to the previous month

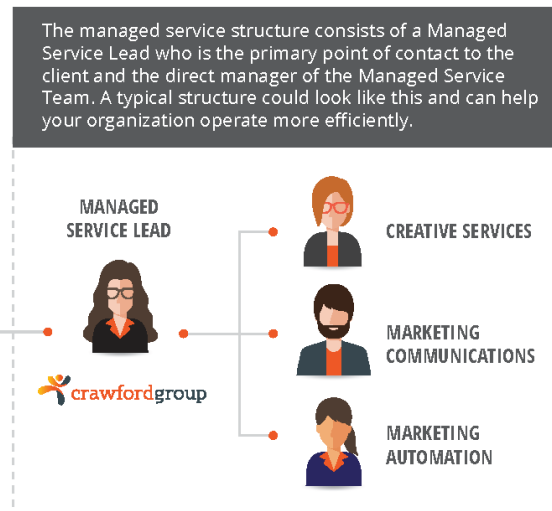
## Solution

- Achieved seamless integration of onsite teams in a short timeframe.
- Successfully developed scalable, engaging content for multiple marketing programs.
- Contributions led to an immediate and positive effect on marketing initiatives.
- Strengthened brand communications and outreach efforts, resulting in improved campaign results.

TYPICAL MARKETING ORGANIZATION



MANAGED MARKETING SERVICE



## Measures of Success (ROI)

- ↑ **1,600+ successful programs delivered per year.**
- ↑ **3 continents** service expands to global organization.
- ↓ **Reduced** overall spend by 30%.
- ↑ **Scalability** increased quarter over quarter.

## Measures of Success (Efficiency)

Crawford Group collaboration drives powerful results:

- Achieved 2x higher conversion rates compared to the previous year's campaigns.
- Demonstrated seamless integration into the existing team.
- Strengthened brand communications and streamlined outreach efforts.