# Integrated Marketing Team: Scalable Marcom Solutions for Global Innovator

# **Executive Summary**

A Northern California-based global audio and communications leader partnered with Crawford Group to streamline marketing communications and program delivery. By providing a team of creative, marcom, and automation experts, Crawford Group delivered measurable cost savings and execution success.

30%
Reduction in Customer Spending

1,600+

Successful programs delivered

#### **Customer Situation:**

A global audio technology leader based in Northern California faced challenges managing a mixed creative team of full-time, part-time, and agency talent, struggling with workload spikes, quality control, brand consistency, and budget oversight. To improve efficiency and expand marketing automation capabilities, they partnered with Crawford Group to build a dedicated creative team, add marcom project management, and implement a marketing automation team for program execution.

### 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.

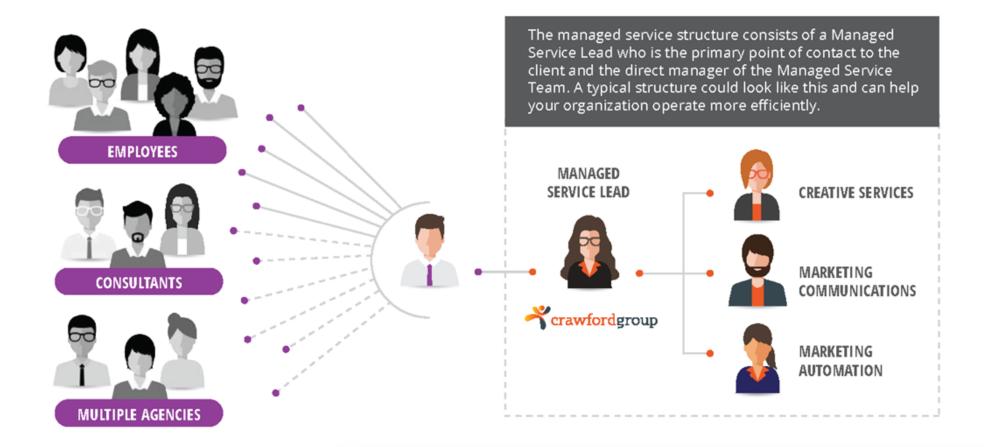
- Seamlessly integrated the newest expert into the existing team with a tailored training program.
- As marketing programs increased to 300+ per quarter, added a three-person marketing automation team to execute programs, analyze data, and track results.
- The expert immediately boosted response rates compared to the previous month.

# **Crawford Group's 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.
- Strengthened brand communications and outreach efforts, resulting in improved campaign results.

#### TYPICAL MARKETING ORGANIZATION

#### MANAGED MARKETING SERVICE



## **Crawford Group's Solution**



## **Measure of Success (ROI)**

- 1,600+ successful programs delivered pervious year's campaigns.
- 3 continents service expands to global organization.
- Reduced overall spend by 30%.
- Scalability increased quarter over quarter.

## **Measure of Success (Efficiency)**

- 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.