

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

The managed service structure consists of a Managed Service Lead who is the primary point of contact to the client and the direct manager of the Managed Service Team. A typical structure could look like this and can help your organization operate more efficiently.



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.