

# Marketing Communications: Enhancing Demand Generation Programs

## Executive Summary

A Northern California-based virtual computing leader partnered with Crawford Group to boost marketing communications and demand generation. They needed a B2B-savvy technical writer to integrate with their creative team. Crawford Group delivered immediate results, amplifying brand messaging, increasing response rates, and improving conversions across campaigns.

## Customer Situation

The virtual computing leader needed a technically skilled B2B writer to boost engagement and support multiple marketing programs, capabilities they lacked in-house. Crawford Group provided an expert who seamlessly integrated with their team, driving demand generation and delivering immediate impact through stronger brand communications, outreach, and conversion across campaigns.

## Approach

- Conducted a thorough assessment of client objectives and challenges.
- Identified an expert for demand generation and content development based on business requirements
- Developed engaging copy for webinars and brand communications.
- Seamlessly integrated our expert into the existing team with a tailored training program.
- Implemented ongoing improvements, boosting conversion rates across campaigns.

# Crawford Group's Solution

- Deployed a Crawford Group expert to drive demand generation and create engaging content for the brand team.
- Crafted compelling copy for webinar programs to enhance audience engagement.
- Amplified brand communications to foster higher audience interaction.
- Crawford Group was able to boost response rates in multiple campaigns.



## Measure of Success (ROI)

- 10% increase in digital channel conversion rates.
- Amplified brand outreach.
- Seamless team integration and collaboration.
- Contributions led to an immediate and positive effect on the client's marketing initiatives.
- Strengthened brand communications and outreach efforts.
- Achieved higher conversions across integrated campaigns

## Measure of Success (Efficiency)

- Seamless integration into the existing team in a short time.
- Flexible and skilled experts.
- Scalable engaging content for multiple marketing programs.