

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

Executive Summary

A Silicon Valley networking leader partnered with Crawford Group to centralize success story development and best practices amid limited time and resources. Leveraging Crawford's marketing expertise, they streamlined the program for stronger storytelling and more effective knowledge sharing.

45%
Consistent Unique
Open Rate

30%
Increase In
Company Exposure

Customer Situation

The customer lacked the internal expertise to build a success story program and unify efforts across teams. Crawford Group deployed a field marketing expert to create a streamlined process for story submission, development, and distribution. They launched a monthly E-newsletter featuring success stories, best practices, seller recognition, and opportunities for external case studies—shared with sales leadership, sellers, and product teams.

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.

Crawford Group's 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.



Measure of Success (ROI)

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