

Through Strategic Focus, Marketri Drives Measurable Revenue for an Engineering Firm



INDUSTRY Engineering

BACKGROUND & GOALS

Engineering firms often struggle to engage in marketing that has a measurable impact. Some spend a lot with big agencies but end up with nothing to show for it. Others have trouble differentiating themselves in a sea of look-alike competitors. Still, others find it tough to build an effective marketing function.

So when the president of a national engineering firm heard Marketri CEO Deb Andrews speak at a conference, her message—how to turn marketing into a revenue generator—truly resonated. The firm had tried different marketing approaches and staffing models but still hadn't hit on the right formula for success. Eager to move the needle on marketing, the company hired Deb as its Fractional CMO in 2013.

MARKETING STRATEGY



LEAD GENERATION



CONTENT MARKETING



MARKETING AUTOMATION



GETTING A FAST START

Through a quick, targeted assessment, it became clear that the best first step was to bring structure to the marketing function. The firm had a single mid-level marketer who was continually pulled in competing directions, thwarting any efforts to get traction. Given the many industry sectors to serve and a huge list of engineering services to offer, the Fractional CMO played a pivotal role—setting priorities, evaluating requests, and focusing marketing on the most important areas of the business.



STRATEGIC CONTENT PLAN

Knowing that the client wanted to score quick wins, Marketri started by developing a strategic content plan to boost visibility and establish a position of thought leadership.



STRATEGIC MARKETING PLAN

Once this new, high-value content began driving organic traffic and generating leads, it was time to develop a more comprehensive strategic marketing plan. For year one, Marketri's plan focused on shoring up several of the pillars that are critical to revenue-generating marketing.



MARKETING TECH

On the technology side, the client was using a marketing automation solution known to be unwieldy for middle-market companies. Marketri recommended moving to HubSpot—an intuitive platform that greatly streamlines marketing processes. With HubSpot in place, the internal marketing manager was equipped to set automated workflows that guide prospects through their buying journey and down the revenue funnel.



SWOT ANALYSIS

From a strategic perspective, Marketri led an assessment of the firm's strengths, weaknesses, threats, and opportunities. Out of this critical exercise came a decision to focus on the ADA (Americans with Disabilities Act) market—a segment expected to surge with the rising number of ADA-related lawsuits.



LEAD GENERATION + LEAD NURTURING

To plant the seeds for competing in this arena, the Marketri team developed educational webinars and gated content that positioned the firm as a subject matter expert, driving buyers to the website.

Concurrent with setting the stage for future ADA business, Marketri developed and executed email marketing and social media marketing campaigns to drive and nurture leads for the firm's existing portfolio of services.

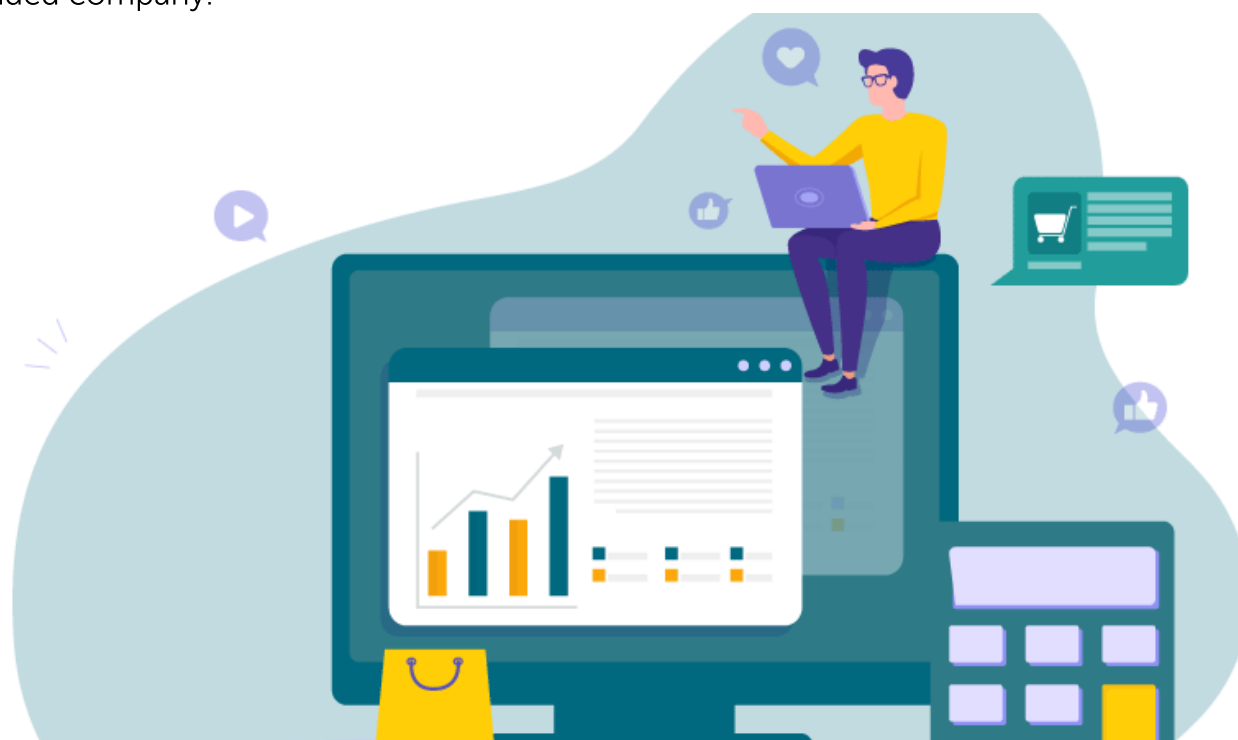
TIME TO GROW, TIME TO PIVOT

Soon after getting its strategic marketing underway, the firm merged with a company that provides project management for national retailers undergoing major renovations. This strategic acquisition changed the entire value proposition. Instead of being hired solely on a transactional basis—when a portfolio of properties was being bought or sold—now the firm was positioned to manage a company’s physical assets ongoing, generating a steadier stream of revenue.

Pivoting the marketing to reflect this new value proposition, Marketri developed a campaign that touted, “We Can Say Yes to More Things.” Through videos, email marketing, and LinkedIn posts, this comprehensive campaign conveyed that the firm could now do much more than environmental engineering transactional work. Marketri also led the planning and execution of a major rebranding—merging in the acquired firm and emphasizing the ability to deliver value across a property’s life cycle.

As the organization grew and evolved, Marketri continually adapted the strategic marketing plan and led the execution of relevant marketing initiatives. The Fractional CMO guided the internal team build-out (adding a marketing technologist and a sales enablement coordinator) and helped take the client’s marketing technology to the next level with a fully integrated customer relationship management (CRM) system.

The partnership between Marketri and the client flourished for five years, only ending when the firm’s sole owner sold the business to a \$5 billion publicly traded company.



SOARING REVENUE THROUGH ORGANIC TRAFFIC



Taking the time to sow seeds in the ADA market paid off in a big way, with the campaign bearing fruit through a steady influx of marketing leads that converted to sales. The firm's other services thrived too, with an online Request a Quote form generating hundreds of leads annually, along with new clients signing on for large contracts. In the last few years of the engagement, website traffic, and time spent on the site rose by double-digit percentages annually.

As marketing generated a steady stream of warm leads for the sales team, people across the organization became marketing advocates. Eventually, marketing gained a seat at the revenue table—a major accomplishment in a sales-driven culture and an important ingredient for success.

Most importantly, Marketri's initiatives directly generated significant revenue. The client credits the combination of strong content and optimized workflows with enabling the firm to generate an average of \$5-10 million in revenue annually, directly attributable to marketing. These results were achieved solely by increasing organic traffic: No paid search advertising, print advertising, or pay-per-click advertising was done.

As the firm's then-president commented in 2017, "We are fortunate to have Marketri working closely with us on our strategic marketing efforts. They understand both the possibilities and potential of digital marketing as well as the needs of a company to grow at its own pace into a full digital platform. Marketri is driving us steadily in the right direction."



KEY TAKEAWAYS

CHALLENGE

A national engineering firm had tried various marketing approaches with little success. Intrigued by Deb Andrews' conference presentation on marketing as a revenue generator, the firm hired Marketri for Fractional CMO services.

SOLUTION

Marketri developed and executed strategic plans that brought structure and focus to the marketing function. The Marketri team led the client's entry into a new market, developed lead-generating content, completed a complete rebrand and repositioning after a strategic acquisition, and executed comprehensive marketing campaigns for high-priority services.

RESULTS

Marketri's strategic planning and execution drove leads that converted to sales, with double-digit increases in website traffic and time spent on the site. The client attributed \$5-10 million in annual revenue directly to marketing—a result achieved solely by increasing organic traffic.



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- CEO & Founder