

## Case Study

INDUSTRY > High Tech FUNCTIONAL AREA > Campaign Development

The Arnold Group is a management consulting firm that helps leading organizations excel. Our consultants are exceptional, senior-level professionals with a passion for achievement and a proven track record in helping business leaders achieve success in the world's largest organizations. With a depth of industry-specific knowledge and expertise, Arnold Group consultants partner with our clients to fully understand their challenges and deliver actionable results that drive true organizational impact. When you work with the Arnold Group, you are partnering with a team of experts who are committed to your success.

# Leading Worldwide Software Company Achieves Marketing Campaign Success

## Summary

A worldwide leader in computer software wanted to better align its marketing and sales organizations to improve campaign effectiveness. The company developed five successful new campaigns that mapped its solutions to a set of prescriptive best practices for customers.

Customer Profile: A Worldwide Computer Software Leader

## Challenge

A leading worldwide software company was preparing to launch a new marketing campaign and needed to ensure that its sales efforts were well-aligned with its marketing messages and priorities. Part of the challenge was that the company was in the process of shifting its sales approach from product-focused selling to solution selling, while the company was still organized by product. The client needed effective marketing campaigns that would help sell the value of solutions to customers.

## Solution

After performing an analysis of the market and the core value provided by the solutions, the Arnold Group consultants took the approach of defining a set of best practices as the context for delivering the solution-oriented messaging. The team delivered a set of five campaigns that mapped the solutions to these best practices, providing customers with a concrete path to realizing significant value from the solutions. The campaigns included a wide range of actionable deliverables that were put to use in the organization in all phases of the sales and marketing cycle. Deliverables included sales training materials, best practices white papers, solution brochures, and customer-ready sales presentations for each of the five campaigns.

## Results

The new campaigns achieved great success, with widespread uptake and positive feedback from the field. The best practices approach helped the sales teams to fully benefit from the solution selling methods by offering customers prescriptive solutions that solve their most pressing challenges. Ultimately, the campaigns helped to better align the efforts of the sales and marketing organizations to impact sales and ongoing revenue growth.

