



ACCOUNT BASED MARKETING 2024

Packaging Company Improves the Quality of Every Sales Touch

CASE OVERVIEW

A packaging manufacturing company looking to grow saw an opportunity to differentiate themselves as a packaging solutions provider but did not have a strategy that combined sales efforts with marketing support.

CHALLENGES

Their current products were marketed as a commodity only instead of highlighting the value of a relationship with a solutions provider.

1. Lead generative efforts were incohesive, following no business strategy and instead they relied on individual sales team utilizing their own strategies.
2. Facing acquisitions and future brand changes, they were unsure how to prepare or retain their upstanding reputation.

SOLUTIONS

- Developed a comprehensive business development plan through a blueprint process that set sales and marketing in the same direction with goals, metrics, messaging, and tactics
- Created a comprehensive business strategy while collaborating with their team on execution, helping them make the most of their dollars and their in-house strengths, augmenting specific areas that multiplied their resources.
- Began digital campaigns that targeted their top prospects to get their sales people in the door.

THE RESULTS

In the first 4 MONTHS* they saw:

24% of the hyper-targeted audience engaged with their brand

40% of handpicked audience engaged with prospecting email

61 lead responses via cold prospecting email campaigns

* of the 300 handpicked prospects who had not previously engaged