

BUILDING A PIPELINE: CRAFTING A VALUE PROPOSITION TO HIT A PROFITABLE AUDIENCE

THE SITUATION

BRIDGING THE GAP BETWEEN PERCEPTION AND REALITY

Struggling for traction in the marketplace, the technology company was positioned as an IT development services business, servicing a diverse range of sectors.

The sales team were targeting specific audiences - predominantly heads of technology - but kept hitting roadblocks. In new business meetings, the company's core offering was not resonating. Where they won business, there was a lack of clarity around why they'd been successful. They were trapped in a cycle of doing sales activity for activity's sake and not being able to assess, refine and evolve as a company.

THE PROCESS

VALUE PROPOSITION AND BRAND DEVELOPMENT

Haynes MarComs' first step was to establish the company's value proposition. Gathering insights from across the business to understand the client's projects, skills and expertise, sales cycle, buyer personas and organisational profiles, speaking also with clients and industry influencers.

Haynes MarComs identified the key problems the company solved for their customers. Through a SWOT analysis, Haynes MarComs found the company stretched itself across multiple verticals whereas the bulk of successful and profitable business was coming from just three markets.

Building upon the comments received from its 360-feedback process, Haynes MarComs created a new value proposition, vision, mission and values to easily communicate with the market. Furthermore, a new strapline tapped into the value the company provided its clients, its commitment to staff development, and communicated its value proposition to new business leads.

The new business development and sales pipeline also required unique buyer personas and sales funnel processes. The company's previous sales efforts had focused on technology leaders however key influencers and decision makers were in fact consultants and CEO/COO budget holders. By identifying buyer personas and organisational profiles, Haynes MarComs crafted a strategic workflow with specific audience targets to ensure each group was not only engaged but had their pain points addressed for more effective impact of the value proposition.

Alongside implementing a more strategic approach to the company's marketing, Haynes MarComs created a refreshed brand identity, including brand guidelines for use across internal and external touchpoints. Haynes MarComs led a project to redevelop the website, incorporating buyer persona-segmented digital user journeys to tap into visitors' situations and needs. By moving leads through the website in a more structured way, the company was able to better follow up on their sales process.



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THE IMPACT DELIVERING OPPORTUNITIES AND GROWTH

A strategic framework for communications including recommendations for assets and outreach campaigns was devised by Haynes MarComs. Using this, the company was able to:

- **Improve recruitment and talent retention:** it expanded its talent base in a short period of time with high quality recruits.
- **Enhance customer relationships:** existing customers better understood the value brought to their organisation.
- **Ease the path for new business:** both inbound and outbound sales activity was able to more clearly articulate what the company did - and the results it delivered.

By creating a range of content and messaging to target specific audiences, Haynes MarComs was able to assist in achieving significant growth. With greater clarity of its market fit and target audiences, the company redefined and carved out its positioning and carve out a reputation as a key player in its chosen sectors. This led to it being sold to a much larger enterprise, with its new owners acquiring further businesses which aligned with their now-clear value proposition.

THEY SAID

As a young but fast growing company, we wanted to convert our reputation for successful solution delivery into a recognised brand. We met Ryan and Haynes MarComs at the right time to support us in developing our marketing and sales collateral, as well as to create a distinct market position and brand identity.

Haynes MarComs worked closely with us to define our market position and value proposition, developing a set of brand and communications guidelines, and building out our marketing and sales channels. As part of the market development, ongoing counsel from the team has allowed us to focus, adapt and diversify our service offerings. They challenge our ideas so we can make our marketing and our business the best it can be.

- SVP, Practice Principal, Travel & Hospitality

WE SAID

Being able to speak with key stakeholders as part of our deep-dive into our client's positioning was vital to the success of this project. Corporate leaders can often see the company in a very different way to their teams and customers; we loved being able to gain a complete picture of the company. This let us really drill down and find the opportunities for growth, as well as shape a more meaningful marketing strategy that subsequently has proven to lead directly to business success.



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