

Case Study – Accounting Services & Software

Background

This Fortune Fast-50 corporation with blue-chip customers was looking to improve customer acquisition and profitability within key market segments. Its core business - providing accounting services to Fortune 100 corporations - remained profitable, however it was not growing as projected. Also, in spite of concentrated marketing efforts, sales of a recently released software product were significantly under goal.

The company's leadership team asked Altyris to strengthen its brand identity, expand market awareness, extend its brand into new segments, and assist its marketing team in building awareness, interest, and sales for the new software product line.

Actions

We first evaluated the client's brand image and market positioning within the targeted segments, reviewed past marketing and advertising activities, and created a targeting profile for future customers. Working with the client, our team cross-referenced this information against strategic CoERS determinants for the targeted audience. We identified several opportunities for positioning the client's brand against competitors, expanding awareness, and increasing positive interest within the targeted segments.

To take advantage of these opportunities, we developed and implemented a three-step program to: (1) refine the brand message, (2) create and disperse new marketing and promotional materials, and (3) expand public relations activities with messages targeted to key segments within the audience.

Results

Our client's brand was successfully introduced into the new segments, and gained significant improvements in awareness and positive response across all market segments. Sales of services and software increased by approximately 30%, surpassing the company's near-term goals.

As a result of these successes, the company later expanded operations with our assistance into Europe new markets in the U.S. and Canada.