

CASE STUDY: Outsourced Marketing Team, Messaging

Company Overview

NeoNova is an industry leader in managed IP services that enable service providers to offer premium Web 2.0 integrated communications, superior customer support and professional services, and advanced subscriber and network management services. NeoNova provides a future-proof platform with a comprehensive suite of applications and value-added services that allow service providers to become a best-in-class ISP in less time with a greater ROI.

The Challenge

The vice president of marketing and business development, Sean Murphy, had limited in-house staff. His responsibilities included the NeoNova Summit, the company's annual customer conference, where the company planned to conduct preliminary market research. Based on the findings, Murphy was interested in acquiring in-depth customer feedback to help shape future product direction. Murphy also owned understanding best practices around a strategic corporate initiative.

Investment in rural broadband was included in the stimulus package enacted by the newly elected presidential administration. NeoNova wanted to seize the opportunity to be first as an industry thought leader to provide their target market and customers with timely information that they were anxiously awaiting.

When Murphy gained additional responsibilities for running the sales organization, he knew that marketing would still require support and resources. When Savvy requested Murphy to prioritize his top three marketing key issues, he listed thought leadership, filling the sales pipeline, and operationalization of sales and marketing. He also wanted to better understand the "voice of the customer" to direct corporate resources most appropriately.

Savvy Solution

Murphy called Savvy Marketing Group to meet and discuss his needs. With the annual conference rapidly approaching, the Savvy team had a tight deadline of under a week. Savvy worked closely with the NeoNova team, carefully shaping the survey content to elicit critical feedback from customers and identify vital needs.

After the Summit, NeoNova engaged Savvy to take the conference survey a step further and conduct the company's first quantitative customer satisfaction research. Savvy designed a study to determine NeoNova's Net Promoter Score, as well as acquire detailed feedback on priorities and input for their product pipeline.

With the new presidential administration in office and investment in rural broadband being earmarked as part of the stimulus package, Murphy contacted Savvy to manage a broadband

Quick Facts

- Needed in-depth customer feedback to help shape future product direction
- Served as outsourced marketing team to execute marketing plan
- Developed broadband stimulus package education webinars series
- Benchmarked Net Promoter Score and developed action plan to improve

stimulus webinar series. Savvy had to deliver the series at 'sprint speed', since being the first to present to the industry was key.

When Murphy took on the added burden of sales he called upon Savvy for additional help. Savvy served as the outsourced marketing team to shape NeoNova's marketing plan and manage key priorities, including the company's affiliate marketing program. Savvy also stepped in to update the customer relationship management database and develop a process that would make IT tools work most efficiently for the sales and marketing team.

Murphy also engaged Savvy to work across departments to listen to what they already knew and what they wanted to know. Based on that knowledge, Savvy developed an action plan to understand the "voice of the customer". By improving the customer feedback system, NeoNova is better able to deliver the most appropriate products and services in the short, medium, and longer term.

Results

Thoughtful planning for NeoNova's quantitative research survey resulted in a high response rate, providing the company with actionable data. Savvy presented prioritized recommendations, which included developing a tracking system for NeoNova's Net Promoter Score and creating a plan to improve this key metric within a practical timeline.

Savvy quickly developed the first of the broadband stimulus package educational webinar series, yielding over four times expected attendance. Savvy created the entire series, from concept to content creation to outbound marketing, in under three weeks.

Savvy's best practices study involved primary and secondary research (including in-depth third party interviews with customer and partners) and yielded actionable insights for NeoNova. When asked to facilitate group discussion about positioning and key messaging for NeoNova, Savvy used the initial research as the building blocks. Savvy also developed contact points with customers for follow-up feedback, if necessary.

The Savvy team focused on value addition and expanded their role beyond the scope of the original engagement to help maximize results for NeoNova. Savvy assisted the company's Chief Technical Officer prepare for a speaking engagement and assisted a partner to refine the content for a half day best practices industry seminar. In addition, Savvy was asked to source key talent for permanent positions. By understanding the culture, functional needs, and talents required, Savvy was able to identify strong candidates for NeoNova's consideration.

Savvy put together the right resources to serve NeoNova's needs, while adding the most value for their consulting investment.

"I have come to count on Savvy Marketing Group as my 'go to' marketing resource. From our initial quick turnaround project for a customer meeting to conducting our first annual customer satisfaction survey to serving as our outsourced marketing team, I have appreciated their thoughtful counsel, ability to turn around quickly on deadlines, and produce quality work. I highly recommend Savvy Marketing Group."

Sean Murphy

*Vice President of Marketing, Sales, and Business Development
NeoNova Network Services*