



## REINVIGORATING THE CORPORATE STRATEGY OF A LEADING TECHNOLOGY PROVIDER

Strategic business development planning combined with an integrated marketing plan elevates company's awareness and spearheads growth.

### EXECUTIVE SUMMARY

A successful wealth management technology provider serving more than 1,000 financial advisors nationwide had reached a growth plateau and needed a refreshed corporate strategy, featuring a revitalized sales and marketing plan as its centerpiece.

### CHALLENGE

The company sought transformational growth by driving awareness and consideration, but was constrained by both a limited marketing budget and competing priorities.

### SOLUTION

An 18-month corporate strategy roadmap was crafted and implemented, in collaboration with the company, highlighting a series of strategic and tactical objectives across the sales and marketing spectrum. The result is new, quantifiable sales activity that has funded the consulting engagement, a new sales hire, and the next generation of sales and marketing initiatives.

### THE CLIENT

Established in 2004, the company is a premier provider of outsourced technology solutions, offering a full suite of cybersecurity protection and solutions for small- to mid-sized businesses. Largely through organic and word-of-mouth advertising, the company established an impressive roster of more than 1,000 users on its platform across the Financial and Health Care sectors, but predominantly focused on Registered Investment Advisors (RIAs). All three of these groups are tightly regulated, and protecting sensitive consumer information is central to their business model.

Like many small- to mid-size businesses, the company had a strong leader and industry expert at the helm, whose emphasis was on continuing to improve technology and drive operating scale, with less attention paid to sales and marketing. As the company grew, managing the business took priority over business development. Management's objective was to provide the highest standard of client service and operations, and it succeeded beyond all expectations: The company boasted both a client retention rate of nearly 100% and a Net Promoter Score of 56. The stage was set for growth.

### THE CHALLENGE

Thanks to stellar client service, nearly all new business came through referrals. Although growing at a slow but steady pace, the company's leadership was eager to tap other sources of sales growth and leverage its operating scale potential.

However, the company faced several obstacles. With no strategic marketing plan in place, sales activities revolved around attending industry conferences, relying on referrals, and serendipity. The lack of focus on a core target market diluted marketing efforts and hampered the company's ability to focus marketing efforts and dollars. Although eager to solidify its strategic direction, the company was unsure of precisely how to achieve it. Finally, the website lacked the level of technology sophistication expected in a technology leader—clearly a case of the shoemaker's son always goes barefoot.

## THE SOLUTION

Mink Hollow Advisors had a significant impact on the company's success in several important ways.

From a corporate strategy perspective, the company was advised to concentrate all future efforts on RIAs. The suite of products and services was studied, better defined, and grouped according to client needs, enabling the company to articulate better its value proposition and price its services accordingly. The long list of new product and service ideas was trimmed and prioritized to sync with client-segment needs. After addressing the strategic focus of the firm, Mink Hollow focused on a series of initiatives to help improve the client's sales and marketing ability:

## SUMMARY OF SALES & MARKETING ACCOMPLISHMENTS

- **New website** – Completely revamped the website to increase awareness and encourage consideration. Created fresh marketing content to showcase the company's deep experience, breadth of services offered, and thought leadership.
- **Marketing Calendar** – Audited the range of public-facing marketing assets and created a calendar for new content development in order to support marketing activities.
- **Partnership Analysis** – Created strategic partnerships with suppliers and other providers to introduce new potential referrals while furthering the brand's visibility
- **Webinars and Podcasts** – Created speaker bios, managed outreach to conference organizers, and designed presentation materials in order to secure coveted speaker slots at conferences appealing to a wide range of industry audiences. Filled sales pipeline with conference attendees, who were warm sales leads that could be readily converted to new business.
- **Thought Leadership** – Published more than a dozen compelling thought leadership articles in leading financial industry publications to raise the company's profile.
- **Sales Process** – Implemented a new CRM system with defined processes to better manage the sales pipeline and improve the sales conversion rate.
- **Sales Funnel Activity** – Conceived lead-generation marketing campaigns, with new and engaging content designed to "feed the funnel."
- **Referral campaign** – Devised a referral program that targeted existing clients and leveraged new industry relationships to identify new prospects.
- **Product positioning** – Developed a series of digestible, one-page product and service PDFs to further educate advisors on specific areas of interest.
- **Social Media** – Instituted the social media calendar that published owned and shared trending content to increase awareness among new target business segments.
- **Media Tour** – Arranged in-person meetings with industry publishers and conference management.

## THE FUTURE

The newly crafted strategic plan and integrated marketing efforts have invigorated the company's growth and raised its presence within the industry. Additionally, the company is now executing its marketing strategy within a tighter timeframe and is enjoying significant cost savings by accomplishing its goals at a fraction of the cost of hiring more full-time staff

The weekly sales and marketing call is geared toward in-progress marketing initiatives, reviewing current pipeline opportunities, and determining accountabilities for follow-up actions. The marketing calendar, budgets, and content calendar are updated every six months.

Mink Hollow Advisors continues to provide strategic advice to assist the company in its latest new business development strategies.



*It is not often that someone comes into our business lives with an abundance of talent, humility and a genuine desire to help you succeed. We engaged Zohar and Mink Hollow Advisors to help us develop our Sales & Marketing driven growth plan. Their assessment and analysis of our organization, market, and industry has led to a focused execution of a plan to achieve our goals. Zohar and teams' professionalism is above reproach. I trust him with the keys to our company and have appreciated his gentle coaching and well thought out and balanced advice.*



## ABOUT US

Mink Hollow Advisors is a strategy consulting firm that serves wealth management enterprises who have ambitious growth and transformation agendas. Clients engage Mink Hollow Advisors for external perspectives on strategy design and driving success on key initiatives. For more information on how we can help your company enjoy similar benefits of revenue growth and cost savings, please contact us at: [info@minkhollowadvisors.com](mailto:info@minkhollowadvisors.com)