

CASE STUDY



CHALLENGE

ASI Business Solutions (A Xerox Company) aimed to establish consistent branding and enhance visibility in the Dallas Fort Worth metroplex. This was to be achieved with a sales team of 20 individuals and a total company size of 60, encompassing billing, sales, marketing, and service delivery and a client base of 1,500+ customers.

STRATEGY

To achieve consistent branding and boost sales, an assessment was conducted. This included a branding assessment to evaluate how employees, including those in sales and service, discussed the company. In the sales department, we examined prospecting methods, CRM utilization, deal closure processes, and client communication post-sale. Subsequently, we reviewed marketing materials and overall communication practices, identifying inconsistencies. These inconsistencies extended to target marketing, sales strategies, advertising, and social media. So, we did the following:

- **Branding Consistency:** Implement a comprehensive branding guideline that outlines how employees should speak about the company.
- **Sales Process Enhancement:** Improve the sales process by optimizing prospecting techniques, enhancing CRM utilization, refining deal closure strategies, and standardizing post-sale client communication.
- **Marketing Material Alignment:** Revise marketing materials to align with the new branding guidelines and ensure consistency in messaging across all platforms.
- **Customer Feedback Integration:** Incorporate customer feedback into the marketing strategy to address any concerns or suggestions, improving overall customer satisfaction and brand perception.
- **Go-to-market plan:** Created and executed an integrated marketing, branding, advertising strategy that focused on generating business conversions through traditional and digital efforts.

OUTCOMES

The implementation of the marketing strategy yielded significant results for ASI Business Solutions (A Xerox Company). The company was awarded the ENX Elite Dealer Award for 2017 and 2018, recognizing its outstanding marketing and advertising initiatives. Through strategic SEO efforts, the company achieved the top position on the first page of relevant keyword searches on Google, enhancing its online visibility and attracting more potential customers. Moreover, brand awareness on social media platforms saw a

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OUTCOMES

substantial increase of 53%, indicating a higher engagement and interest among the target audience.

One of the key achievements was the successful integration of SugarCRM, replacing CRM Microsoft Dynamics, and implementing year-long trackable nurture campaigns. This initiative streamlined customer relationship management and contributed to enhanced customer engagement and retention. Additionally, the sales force was provided with optimized marketing and sales tools, leading to a significant improvement in sales effectiveness. Quarterly field and digital campaigns resulted in a remarkable 48% increase in first-time appointments, demonstrating the effectiveness of the marketing strategy in driving tangible business outcomes.

SOLUTIONS

Analytics and reporting, brand strategy, content marketing, public relations, seo, ppc, social media, web design and development

The collage includes several key documents:

- 212 DATA DEGREE**: A report by ASI, Inc. highlighting the importance of data in business decisions.
- COMMON CHALLENGES RELATED TO YOUR OFFICE TECHNOLOGY**: A document listing common issues like slow performance, security risks, and integration problems, along with solutions.
- ASI 360° ASSESSMENT (MPS)**: A document detailing a comprehensive assessment of an organization's office technology and providing recommendations for improvement.
- TALK. TECH. TACOS**: A flyer for a Thursday, June 14, 2018 event at 10:30am - 2:00pm at 13701 Hutton Drive Suite 102, Dallas, TX 75234. The event is hosted by ASI and features speakers from Xerox, KIP, Lexmark, and FP.