

Accelerating Marketing Impact

The Brief

Diagnostic Testing | U.S. | Privately Held

Our marketing organization represents many smaller companies coming together during a period of high growth and acquisitions. **How do we build a capable and aligned marketing team quickly?**

Lime Soil Test™ Challenges

- Lots of investment being made in marketing; all eyes were watching and stakes high to make visible impact on business quickly
- Not a strong marketing bench—many existing marketers needed to build basic skills
- Each marketing team was doing marketing in own way, without clear process or methodology
- Despite a willingness to invest in marketing, private equity status made resourcing tight when “everything needs to be done”
- Continual fast-paced changes meant efforts needed inherent flexibility and scalability over time

Lime Treatment Pathway

- Prioritized and staged the **Strategic Roadmap** to account for budget/resourcing constraints
- Partnered with Marketing VP via **CMO Strategic Advisor** to shape a marketing organization vision and agenda, navigate a complex mix of senior stakeholders, and drive better alignment and acceptance for Marketing strategy and efforts among sales teams
- Developed marketing framework and a **Marketing Way & Toolkit** to create common language, process, and practices to align existing marketers and aid in onboarding of future acquisitions
- Developed a **Mastery-in-Action Workshop** across each step in the Marketing Way framework, reinforcing common approach, teaching critical concepts, and providing immediate, hands-on practice for their own business

Impact:

Faster bottom-line growth and a scalable foundation for the future

- **Demand generation up +9%** as a result of applying Lime segmentation practices, making clearer strategic choices, and refreshing core messages. Team is leveraging segmentation profiles with sales teams to improve their effectiveness during in-person conversations, and applying to email and other marketing automation to improve impact of tactics
- **Senior level business reviews are more efficient** and focused due to clearer line of sight and tight alignment on what success looks like; the measures and analytics are being used
- Choicefulness in strategy and tactics enabled **smart reallocation of marketing resources** to help offset challenges in another part of the business without impacting the bottom line
- Recent **marketing team engagement scores are off the charts**, with nearly 100% retention rate

Partnering with Lime was one of the best investments we made. It drove incredible engagement and the team is more equipped to make the right choices, both in strategy and activation tactics, to create demand. For the first time, marketing is being brought to the table at critical senior level and board meetings because of the value we are bringing to the organization, and more importantly, to our customers.

—Vice President, Marketing