

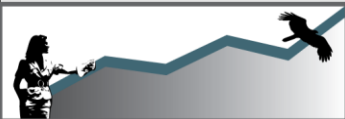
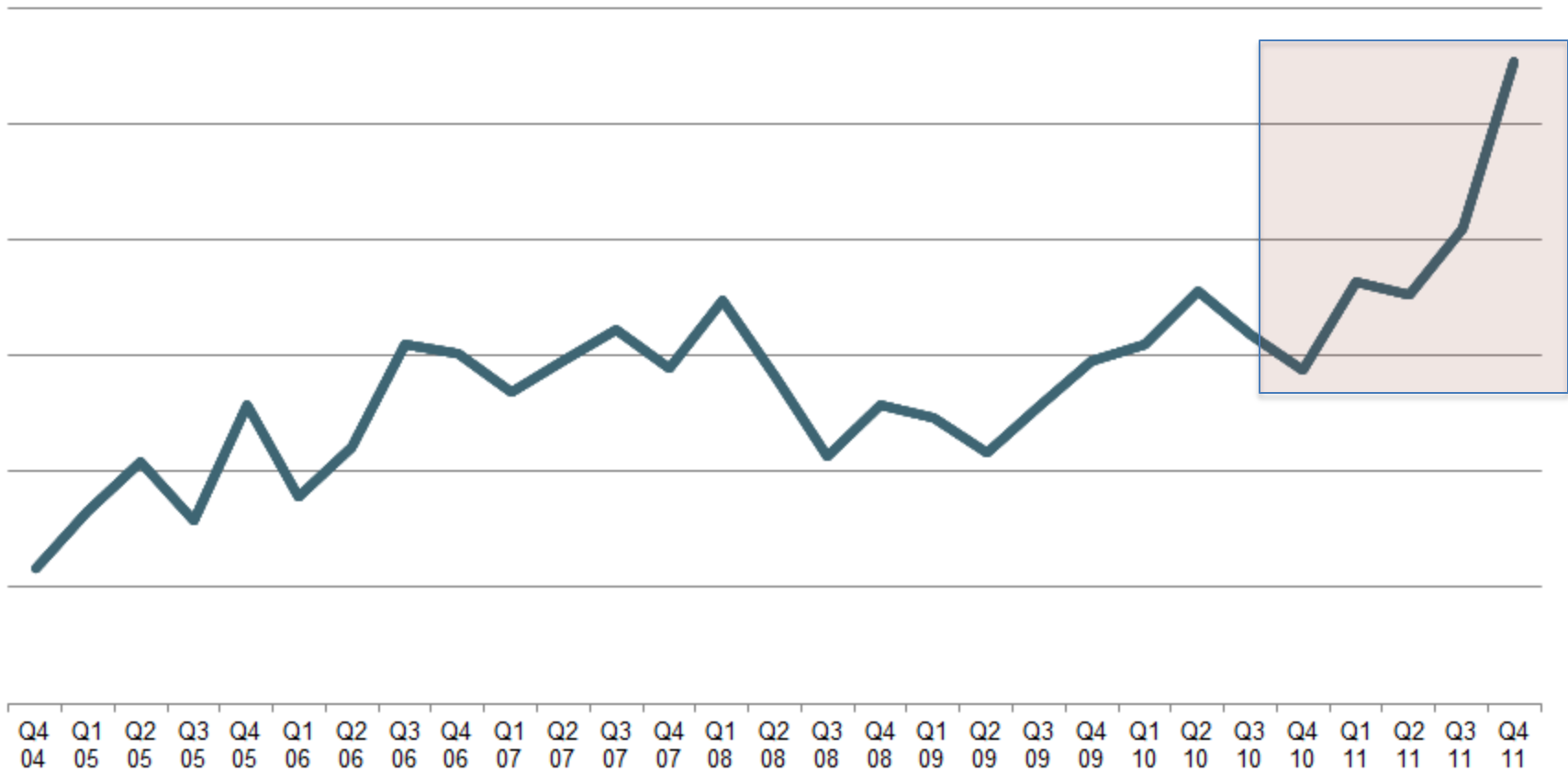
THE FALCONRY GROUP
— PREDICTABLE • PROFITABLE • REVENUE —

Client Case Study

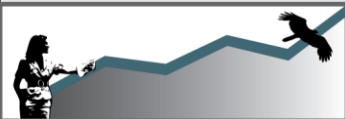
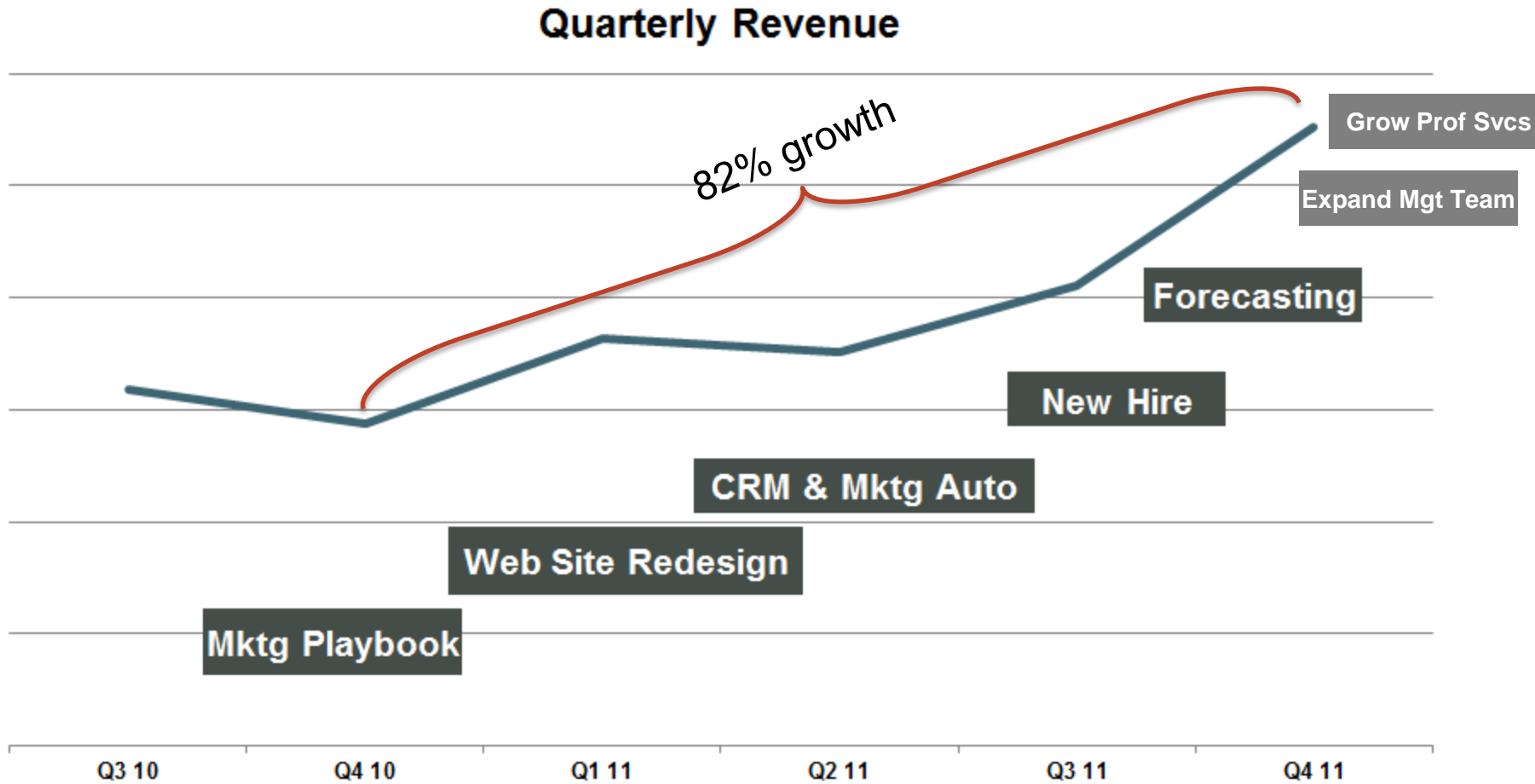
Client Case Study: 30-person professional services firm

Quarterly Revenue

Engagement Period



Case Study – Deliverables and Impact



Case Study Deliverables - detail

Deliverable	Description
Marketing Playbook	<ul style="list-style-type: none"> • A strategic planning document (PowerPoint format) defining the right client (including buyer personas), the message, the media, the offers, and the overall buyer experience. • An end-to-end lead generation plan including website direction, lead management process definition, recommendations for CRM and marketing automation, and an investment summary.
Website Redesign	<ul style="list-style-type: none"> • Briefing creative and technical resources using marketing playbook. Coordinating with vendors and internal staff (i.e., testing and bugfixes) to ensure successful integration of website into lead flow process.
CRM and Marketing Automation	<ul style="list-style-type: none"> • Working with vendors and internal resources to implement lead management process in CRM system (Salesforce.com), and configure email series (lead nurturing) in MA system (Net-Results).
New Hire / Role Transition	<ul style="list-style-type: none"> • On-boarding permanent marketing resource to assume ownership of demand generation infrastructure. Intros to vendors, etc. • Mentoring, training, and support. • Additional recommendations to client re: weekly sales meeting format, product catalog design, conversion rate optimization.
Forecasting	<ul style="list-style-type: none"> • Design and implementation of consolidated forecast process, including: <ul style="list-style-type: none"> • Integration of Accounting system data with Salesforce.com • Workflow to include account manager forecast • Visual dashboards in Salesforce.com • Documentation and training

