



Marketing take control of data management and improve alignment with sales and corporate goals

Faster access to segmented data and increased credibility for marketing was the two big payoffs.

Sometimes the most challenging projects can be the most resource draining – in the case of security solution provider Cybertrust this wasn't an issue. Their challenge was not unique; gaining clear visibility of clients and prospects when data is stored in multiple locations. With a little effort and minimum cost Cybertrust seamlessly aligned marketing programmes with their target market, sales strategy and corporate goals within a matter of months.

Through partnerships with Best Case Scenario™ (BCS) and Strategymix, Cybertrust implemented an effective campaign management tool. As a result Cybertrust has a central repository of all customer and prospect data where e-marketing & direct marketing campaigns can be automatically ran and tracked.

Speaking the Same Language

Sales and marketing don't always see eye to eye and often speak different languages, but both share the common aim to satisfy customer needs, create growth and earn profit. Vicky Taylor, Marketing Manager at Cybertrust identified that the first step to speaking the same language with sales was to address their data issues. As a busy marketing manager she had to carefully spread her resources and could not afford to focus 100% on this project.

“I needed to source a partner to work with me, to format the data in a way that aligned with the Cybertrust business model and our solution offerings. In addition I needed them to take control of the project from end to end. The partner also had to have the initiative to go that little bit further, that's when I thought of Best Case Scenario (BCS)”, stated Vicky.

BCS got straight on the case and conducted a situation analysis of the challenge. This allowed an independent view point of how the challenge could be resolved. A series of questions were asked to assess the situation, in doing so BCS got up to speed quickly with the Cybertrust business model and were in a position to suggest ways to improve the data challenge that lay ahead. BCS quickly identified how marketing could simplify the process for running effective marketing campaigns to their key markets and identify and understand their client and prospect universe.

❖
“We now have
data from
numerous sources
captured centrally
and structured
to align with the
way our sales
team sell
our solutions”
❖

Work in Progress without Disruption to the Sales Team

“At BCS we didn't just segment and import data for the client, we educated ourselves on their business, challenges and goals.

That's our value add”

Before work began on data mining, BCS took time to study the Cybertrust sales and marketing strategy for the coming years. Luli Adeyemo, BCS Director highlighted, “BCS needed to understand how each department defined their key markets and how solutions were mapped to these markets, before any data mining began”. This was done to avoid any misalignment with both strategies.

Data is an ever changing dynamic so the most difficult part was leveraging the most recent customer and prospect data from the sales department. However, this was overcome by receiving buy in from heads of each territory sales team, data collection was done quickly and effectively without too much disruption to the sales team.

During the next few weeks BCS and Cybertrust worked together to come up with a solution that solved the challenge. Previously Cybertrust had many data resources in excel spreadsheets, outlook and other formats. Data was gathered, cleansed and segmented and is now captured centrally in StrategyMix. It is structured in a way so each prospect and client company and individual can be communicated to according to their needs - information is relevant and timely. For example, an individual within a Tier 1 company can be offered a suitable solution depending on their needs. This means marketing can now effectively run campaigns from StrategyMix that directly impact the sales and company objectives. The benefits to Cybertrust will positively impact their return on investment and growth moving forward, as well as enhancing the customer experience.

