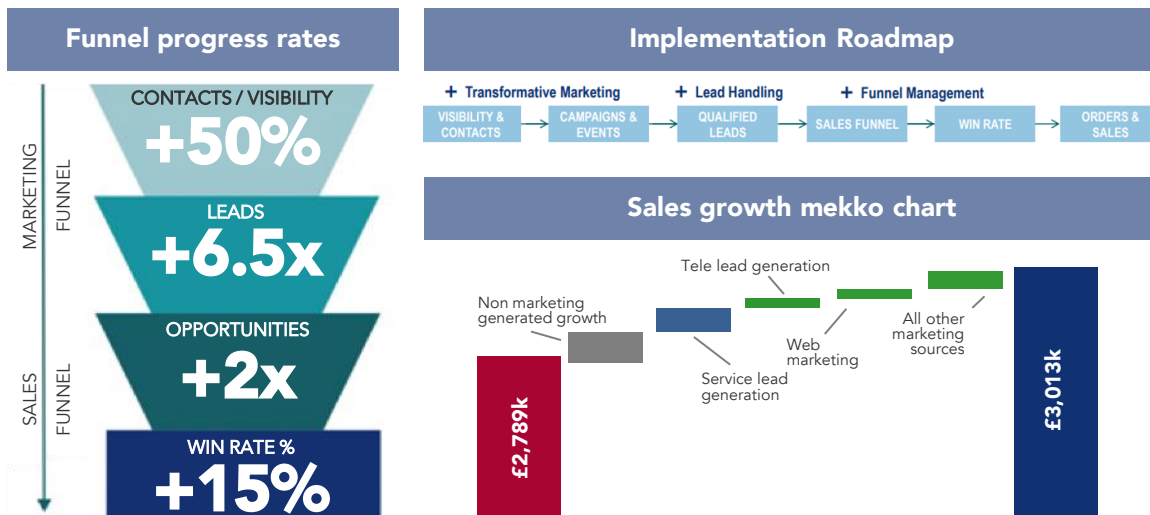


# Using Marketing to Drive Growth

## PICTURES BEFORE



## PICTURES AFTER



## Problem

- Limited processes and platforms for capturing new contacts
- Limited focus on the development of key global accounts
- Web platform with limited lead generation capability

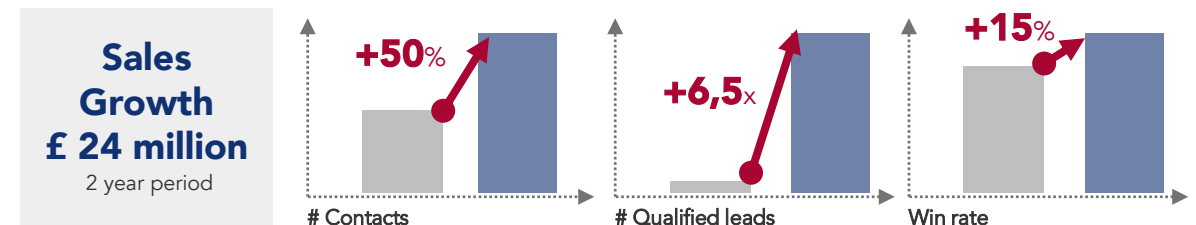
## Root causes

- Little to no digital marketing capabilities
- No repeatable process for generating and nurturing high-quality sales leads
- Obsolete design and content on web platform

## Solution approach

- **Transformative marketing:** disciplined marketing campaigns to improve visibility and account coverage
- **Lead handling:** prioritise and deliver more qualified leads to sales
- **Funnel management:** streamline funnel process to improve progress rates
- **Key Global Accounts program implementation**

## Benefits



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