

## CASE STUDY

*"One of the things I love so much about The Partner Marketing Group is the whole team has taken time to research and educate themselves on our industry and competitors. It's what sets them apart from anyone else. Their expertise and commitment has helped establish us as subject matter experts in the industry."*

Kevin Ameche  
Vice President of Wolcott Group

### **Company Name**

Wolcott Group

### **Specialization**

RealSTEEL, Microsoft Dynamics-based solution for the metals industry

### **Services**

Virtual Marketing Director, integrated marketing campaigns, content development

## **WOLCOTT GROUP ACCELERATES INDUSTRY SUCCESS WITH INTEGRATED VERTICAL MARKETING STRATEGY**

In 2014, Wolcott Group was preparing to go to market with RealSteel, a tailored ERP solution built on Microsoft Dynamics NAV they were developing for the steel and metals industry. While they have been providing business solutions since 1994, they knew marketing RealSteel required a highly targeted vertical approach they didn't have the internal resources or expertise to create or execute.

## SOLUTION

# A DEDICATED VIRTUAL MARKETING DEPARTMENT

They began looking for an outside agency by asking around the Microsoft community and were referred to The Partner Marketing Group, a marketing firm devoted solely to software technology companies. After a few conversations with a senior marketing consultant, Kevin Ameche, Vice President of Wolcott Group, felt it was a good fit.

Kevin started working with a Virtual Marketing Director (VMD) from The Partner Marketing Group to build the most effective strategy for their niche market. Their VMD provided industry research, a detailed marketing assessment, focused recommendations and plan of action to position RealSteel to the steel and metals industry.

*"To be honest, I didn't know what to expect. I did know there was no way we could hire a person and get the depth and breadth of experience and skill for content writing, SEO and marketing strategy The Partner Marketing Group team had. They could essentially become our marketing department, which is exactly what we were looking for." - Kevin Ameche*

With ongoing consultation from their VMD, a Virtual Marketing Manager (VMM) also began working with Kevin to facilitate and execute all the **components of their strategic plan**, including:

- Industry-focused messaging framework
- Content writing and design:
  - ▼ Emails
  - ▼ eBooks
  - ▼ Blogs
  - ▼ Articles
- Quarterly Integrated Content (QIC) campaign setup and execution
- Industry opportunity research
- Building relationships with industry associations and publications
- Digital and print ads
- Event logistics management
- SEO strategy and execution
- Social media management



# BENEFITS INDUSTRY AWARENESS AND RESULTS

Kevin and his VMM meet every other week to discuss results, brainstorm new ideas, fine-tune the marketing plan and prepare for next steps. *"I channel everything through our VMM. We collaborate, deliberate and sometimes challenge each other, but I know she's always working on our behalf and comes back with great things to think about and do. She's worked very hard helping us build relationships with industry groups,"* Kevin said.

## SUCCESS ACROSS MULTIPLE CHANNELS



From thought leadership blogs and articles to high-value eBooks and integrated campaigns, Wolcott Group is getting traction from the content produced by The Partner Marketing Group professionals. Kevin reports, "One of our eBooks is still getting downloaded two years later and our campaign click rates are consistently above average. I've had people I respect in the industry send me notes on how great our articles are and how much they resonate with them."

## INDUSTRY AWARENESS



Wolcott Group is being recognized by Microsoft and the industry for their commitment and expertise, quickly becoming a leader in the segment. "The content has helped get us into the marketplace and people are paying attention to who we are," says Kevin. In addition, SEO specialists continuously work behind the scenes to boost RealSteel rankings, web traffic and awareness.

## FOCUSED MARKETING INVESTMENTS



With the extensive research and highly targeted plan by The Partner Marketing Group, Wolcott Group has been able to invest their marketing dollars wisely. "They make us think about things we never thought about doing and have allowed us to be creative in the steel and metals industry," Kevin said.

## EXPERIENCED MARKETING TEAM WITHOUT HIRING ANY STAFF



Outsourcing their marketing has saved Wolcott Group time and money, while adding senior-level marketing expertise and leadership to their team. Kevin has received far more than he expected and feels confident it was the right decision. "Hiring The Partner Marketing Group was a hugely smart decision. It's a no brainer for us."



The Partner Marketing Group

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