

## Objectives

- Lead strategic marketing workshops
- Create action plan
- Provide mentoring to help completion of actions

## Why Aisling Foley Marketing

- 3+ years Managed Services experience
- Enthusiastic and efficient
- UK market experience

## Results

- Customer Value Proposition and Unique Selling Proposition created
- Target sectors identified
- All actions completed within 3 months

# CASE STUDY

## Background

Innovate delivers secure and resilient IT infrastructure and telecommunication solutions and provides ongoing IT support through managed IT services. It is the only company in Ireland which installs, manages, supports and reports on the entire IT and telecommunications environment.

## Innovate SMR consultant requirements

- IT managed services experience
- Irish and UK market knowledge
- Senior marketing consultant with B2B marketing strategy and communications experience

## Strategic Marketing Review

The SMR follows a framework which is adapted by the consultant for each client. The Innovate workshops uncovered sales and marketing gaps which were addressed through an action plan created by Innovate's SMR team.

## Key areas addressed

1. Customer Value Proposition
2. Unique Selling Proposition
3. Competitive research
4. Market size and identification of target industries
5. Public and analyst relations

The initial workshops were carried out over three Zoom meetings within a two week period with the team creating the Action Plan in the third workshop. Aisling then worked with team members individually and collectively over 3 months, using a combination of mentoring and consulting, to help them complete the action plan.

The final Checkback workshop highlighted the team's significant improvement with the scorecard going from 2s, 3s, and 4s (out of 5) prior to the SMR to 4s and 5s after. Innovate has the processes in place to focus on growing sales in the UK and Ireland through sales, marketing, PR and partners.

*"Aisling's energy and enthusiasm were great for keeping us engaged throughout our Zoom workshops. Her knowledge of the sector was particularly useful and the consulting and mentoring she provided will help the sales and marketing team long term."*

**Jim Hughes, CEO, Innovate**