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ACS designs, engineers, and builds innovative equipment, machines, controls, and facilities for industry leaders within the automotive, aerospace, and manufacturing space. As a systems integration focused business, they help companies maximize their facility's efficiency using systems designed and engineered to work in unison.

ACS has over one hundred employees, including a small team within the Marketing department. Through collaboration this small but mighty team relied on ClickDimensions Marketing Services to improve their efforts and achieve marketing goals.

Challenge

ACS began their partnership with ClickDimensions as they searched for a service which could provide them with the expertise and tutorials needed to help achieve their marketing goals. As ACS had implemented the marketing automation tool from ClickDimensions some years ago, they periodically checked in with the Marketing Services team to help accelerate their own learning, reaching specific objectives and goals quicker.

Through collaboration, ACS' Marketing team began to explore whether the obstacles they faced every now and then were related to ClickDimensions or to Microsoft Dynamics. By helping them understand this, as well as knowing what questions they should be asking when facing obstacles, the team experienced significant results as their problems were met and solved quickly.

Solution

ACS leveraged the Marketing Services team to provide them with direct, succinct training, catered specifically to them and the problems they were encountering with integrating ClickDimensions with their CRM. It was important to the Marketing team that their consultant also had to be an expert in Microsoft Dynamics as they sometimes faced issues which they did not yet have the expertise, time, or knowledge to solve, holding back their efforts and potential results.

For ACS the timing of bringing in the Marketing Services team worked perfectly for them as they had also begun working with an outside firm to help with content development, such as whitepapers and articles prioritizing customer-focused content, which was big shift for the team.

With this in mind, campaign automation was one of the top priorities to orchestrate the distribution of content and ensure that the communications sent out were delivered to the right people who had established interest.

The campaign automation helped streamline what Marketing's role is, what Sale's role is and how Marketing keeps in touch with clients in between those opportunities and the actual opportunities for a sale.

Other tools which the team found invaluable were the custom CRM dashboards, which gave the team clear data on the performance of their efforts. Thanks to these specific reports, they were able to show the analysis of what they had done and what conclusions they could draw. This improved their credibility and collaboration within the Business Development team, particularly with their President, as they could easily show them the positive effect they were having, from a marketing standpoint.

Key Outcomes

- The Marketing team qualified 65% more leads after the implementation of automation for thought leadership campaigns.
- Automating the series of six emails continues to save ACS at least 4 hours of work every month.
- The custom CRM dashboards helped the Marketing team develop and prove their credibility within their Business Development team and to the President.
- Marketing and Business Development teams are better aligned.
- An ongoing collaboration has been established. The Marketing Director's top reasons to collaborate with ClickDimensions Marketing Services are expertise in ClickDimensions solutions as well as in Microsoft Dynamics, proactivity and ease of communication.

This was done by keeping in touch with clients, using campaign automation to distribute materials and fostering engagements with their customers, which all proved important for credibility within their own organization.

ACS' Marketing Director stated that this was the best experience they had with the Marketing Services team and their Marketing Consultant was fantastic at helping with any type of project management task. The Marketing Team as a whole also said that they feel they have access to a really good resource, who has stayed with them through all of the various iterations that they needed.

Results

ACS experienced tremendous results. Using the expertise their consultant provided, the first campaign they built helped them with series of follow-up emails focused on a whitepaper. The Marketing team was excited to see this campaign be successful as they could now view the results and engagements it generated through the use of ClickDimensions.

Since then, they've performed another campaign for a second whitepaper and are looking at a campaign automation project for new contacts that get added to their CRM by streamlining the subscription management process, enabling specific categories to opt in or opt out.

Within the business, it has given the team a lot of credibility to be able to share with their Business Development team specific actions and results which were otherwise convoluted and difficult to prove. Now the team can see every interaction, whether it was a whitepaper download, a button clicked or an opened email. Having this level of data from the automated campaign also gave the Marketing team confidence to qualify leads that should be followed up on and passed to a sales person.



"This is the best experience we've had with marketing services. Absolutely the best. After the very first session with our current Marketing Services representative, my colleague and I quickly saw the value to our department, making it easier to ask for and get approval for additional packages of consulting hours.

It is very exciting for me as a marketer and it makes me feel "Yes, THIS IS MARKETING!"

I wish we had done it more and more consistently right from the beginning because it really helped give us a jump start. So I would say I would encourage anyone to do that."

- Susan H. Dineen
Marketing Director, ACS