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ENHANCED PRODUCT MARKETING FOR APARTMENTGUIDE.COM

CHALLENGE

PRIMEDIA was focused on shifting from a print-centric media company to an online media company. New online products and product enhancements for www.apartmentguide.com were a major focus. There was no B2B marketing team in place to develop product positioning and customer facing sales tools (brochures, PowerPoint presentations, etc.). Communication from product management to sales was often in highly technical language without features and benefits information and sales teams were having trouble deciphering the technical language and communicating the product value proposition to new and prospective clients. Since there was no marketing team in place, sales teams spent a considerable amount of time interpreting messages from product teams and developing their own messaging and sales material. This fragmented and decentralized messaging approach meant that sales teams were not communicating a consistent value proposition to new and prospective clients. Additionally, there was no high level “multi-platform” sales pitch to help sales teams shift the value proposition away from print-centric products to online-centric products.

ACTIONS

- Met with product teams and sales teams to understand the existing value proposition and how it was changing.
- Evaluated existing sales material to determine if some messaging could be tweaked, updated and evolved.
- Participated in several sales calls with top sellers to understand how they were pitching clients.
- Worked in conjunction with Sales Operations, Media Relations, Product Management and executive team to refine messaging and core pitch to clients.
- Wrote content for the core pitch and secured approvals from all stakeholders including legal.
- After developing and launching the core pitch, cross-matched all existing sales material and products/enhancements to ensure that each product/enhancement for apartmentguide.com had associated customer-facing material.
- Led in-house creative team in the development of a comprehensive library of over 300 customer-facing sales materials.

RESULTS

- Received positive feedback regarding “core pitch” from sales who said “it was the most utilized sales tool among field sales teams.”
- Sales also applauded the library of sales material with many saying it was the best material they had ever had for customer-facing conversations.
- Messaging and positioning developed for sales material was used as the foundation for all customer-focused marketing communications for digital marketing, B2B product website and demand generation campaigns.