

LEAD GENERATION AND SALES ENABLEMENT



Maritz Travel

The Challenge

In late 2014, Maritz Travel hired a new director of marketing and undertook a new initiative to better align sales and marketing – with the goal of driving more leads and improving the efficiency and effectiveness of its sales process.

As with many companies, the sales team was initially skeptical of the impact marketing could make on their efforts. Marketing needed to build a better reputation with its sales team – showing value along the way so that the two departments could work together to drive the company forward.

The Strategy

Maritz Travel hired Standing Partnership to support its lead generation and sales enablement efforts. As a Hubspot-certified partner, the Standing Partnership team was also able to help the company maximize its investment in the software.

Together, Maritz Travel and Standing Partnership completed several key projects:

- Launching a monthly sales & marketing eNewsletter to deliver news, pipeline updates and business development resources to the sales team.
- Developing a full marketing funnel around the topic of experience design, including an e-book, series of video testimonials and sales sheet.
- Updating and repackaging an internal newsletter to serve as a key lead nurturing resource - delivering industry updates to clients and prospects.
- Creating a lead routing process, including an automated workflow to route leads to the sales team.
- Conducting training for the sales team on new sales enablement tools and lead intelligence resources.

The Results

After the first year of the campaign, Maritz Travel had achieved several key outcomes:

- 90% of the sales team opened up the eNewsletter each month
- 73% of the sales team reported feeling more confident or much more confident in marketing in the year since the campaign began
- 90 prospects have already downloaded the new eBook, many of whom were qualified and send on to the sales team
- 100+ clients and prospects subscribed to a new external newsletter within just a few weeks

73%
of the sales team reported feeling more confident or much more confident in marketing after the first year of the campaign.

