

CASE STUDY: CONSISTENCY IS KEY!

KnotMagic helped Guardian Business Solutions develop an integrated sales and marketing plan that created consistency, generated growth, and built trust within the organization.



OVERVIEW

Guardian Business Solutions was established with one goal: delivering business-forward solutions to the manufacturing industry's real-life challenges. Guardian is a services partner providing ERP solutions to small and medium-sized manufacturers in the Midwest. With over 1,000 successful engagements and 97% lifetime client retention, the Guardian team has helped clients automate and streamline manufacturing processes, decrease operational waste, and increase collaboration.

CLIENT PROFILE: GUARDIAN BUSINESS SOLUTIONS

Company Founded: 1997
HQ: Brookfield, Wisconsin
Vertical: ERP Technology
Services for Manufacturers
Employee Count: >10

Despite a long history of success, CEO Bridget Lazlo saw improvements that could be made to their sales and marketing processes, ultimately seeking KnotMagic as a partner. With extensive experience in the manufacturing industry, KnotMagic was able to understand their business, communicate with their audiences, and fill important gaps. KnotMagic first developed a three-month sales and marketing plan focused on enhancing brand messaging and established a marketing strategy that was consistent and fed the sales pipeline for the organization. Ultimately, a long-term partnership bloomed that concentrated on strengthening these elements.

THE CHALLENGES

- Inconsistent marketing campaigns for awareness and nurturing of prospects.
- Outdated lists of prospects in their CRM system.
- Limited internal resources to consistently manage and execute their brand identity and digital presence.
- Absence of ownership of a well-defined marketing strategy connected to sales.
- No data-driven insights into what marketing tactics were working and not working.

THE SOLUTIONS

- Refine brand messaging and build an ongoing integrated sales and marketing strategic plan in three-month stints.
- Create and execute social media posts and email campaigns on a consistent schedule to targeted audiences.
- Develop a transparent metrics dashboard measuring social and email engagements, website traffic, leads gained, and warm suspects in the funnel to uncover ROI.
- Establish a process to consistently cleanse the existing CRM system.
- Identify candidates to own the sales process.

THE RESULTS

- Developed content based on brand messaging targeted to the right audiences.
- Generated engaged leads through consistent marketing campaigns.
- Improved CRM list quality and identified 105 new qualified prospects.
- Hired and trained a new sales consultant within six months of engagement.
- Used metrics dashboard to inform improvements to the three-month plan.

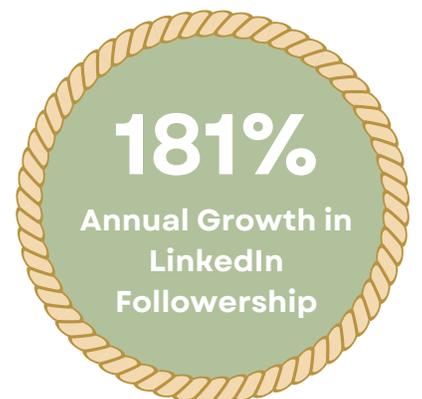


"KnotMagic has been a driving force in helping us shape our brand messaging, connecting our sales and marketing efforts, all while delivering consistent and purposeful email and social media campaigns that speak to our audiences.

I feel good being able to turn over these responsibilities to a trusted source and know they will get done."

BRIDGET LAZLO

CEO, GUARDIAN BUSINESS SOLUTIONS



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