

Accelerating Revenue Growth



Overview

Cox 2M, the IoT division of Cox Communications, had successfully introduced its IoT and data analytics services into selected markets and was now ready to aggressively ramp up its operations. The leadership team sought to create a unified sales and marketing organization with the focus and tools to quickly drive brand awareness and revenue growth for six solutions across three vertical markets.

Cox 2M's Head of Commercial tapped Marsden Marketing to develop the marketing foundation and infrastructure to drive rapid growth and to guide data-driven strategic planning and execution.

Services Delivered

- + Go-to-Market Strategy (GTM) & Plans
- + Branding & Messaging
- + Integrated Marketing Technology Stack
- + Interactive, Lead Generating Website
- + Demand Generation & ABM Campaigns
- + Content Marketing & Sales Enablement

Our Approach



In-Depth Market & Competitor Analysis: Formed a foundation of tailored GTM plans through market research, customer interviews, brand workshops, competitor analysis, ICPs, buyer personas, and value propositions for each vertical.



Brand & GTM Strategies: Leveraged market research and brand positioning work to create an integrated set of GTM and branding plans for each solution. These plans defined the positioning, channels, and programs required to quickly scale market awareness and lead generation in target markets. They established shared KPIs and visibility across marketing and sales.



Demand Generation: Developed an integrated demand generation engine with the following technologies: HubSpot (CRM, CMS, Marketing, Sales, and Service Pro Hubs), Terminus for ABM, ZoomInfo (segmentation/intent data), Google Ads and Analytics, AdRoll, and Semrush.



Integrated Campaigns: Executed multifaceted, targeted campaigns with content, ABM, PPC ads, email, personalized retargeting ads, tradeshows, direct mail, and social media. Using defined KPIs and data, the campaigns were continuously optimized and refined.



Sales Enablement: Created interactive website and lead-generating content across the buyer journeys. Equipped sales teams with on-brand resources (sales playbooks, battle cards, savings calculators, videos, brochures, and proposal templates).

Results



Quick-start program jumpstarted sales
Accelerated sales pipeline with six unique ad campaigns and 48 pieces of sales in first phase of campaigns



Surpassed first-year sales target by 21%
Integrated marketing and sales efforts accelerated revenue growth



300% growth in lead generation
Grew to over 500% growth within the first year



200% increase in website visitors
Traffic increased as a result of a new interactive website



600% increase in sales pipeline
Referral traffic tripled from other influencer sites

Conclusion

Within months, Marsden Marketing helped lay the foundations for rapid and agile growth through branding, messaging, sales enablement, digital infrastructure, content and targeted advertising. Building on these foundations, the data-driven campaigns were tailored, executed, and optimized to deliver sales-ready leads. Sales teams were made more effective with tools and materials to advance opportunities to close. Cox 2M scaled from an early market entrant to an operational commercial organization that exceeded growth targets.



Interested in learning how Marsden Marketing can help you attain these results?

Schedule a call to learn how.

“The Marsden team’s ability to provide both strategy and execution enabled us to quickly scale our marketing and sales efforts. They truly delivered measurable, tangible business outcomes, and worked as vital members of our team. Plus, they’re a joy to work with.”

Lisa McDonough
Head of Commercial
Cox 2M