



Fractional CMO


Client Case Study

How we created a leading B2B e-commerce consulting agency's marketing strategy and plan to set the foundation to achieve aggressive growth targets.

www.tinkmarketing.com

THE CLIENT

WHO ARE THEY?



Friends of Commerce, a B2B e-commerce consulting and solution development agency based in the United States focuses on upper mid-market B2B companies needing to embark on digital transformation for the first time or moving off legacy systems.

WHERE WERE THEY BEFORE WORKING WITH US?

The company's business had been acquired purely by past contacts. This process to acquire new business was taking a toll on the CEO's time and the business wasn't growing fast enough. Failure to expand the business through other channels was needed to not only grow their business at the rate they needed to be successful, but also allow the CEO to focus on the business.

THE PROBLEM

WHAT PROBLEM WERE THEY FACING?

Friends of Commerce faced a situation where they needed to achieve aggressive growth targets and increase client acquisition by relieving the founders of the day-to-day burden of growth.



WHAT DID WE DO TO SOLVE IT?

Tink Marketing created Friend of Commerce's first marketing strategy and comprehensive marketing plan that included creating their brand, messaging and positioning. Additionally, we implemented a content strategy and calendar to drive awareness of their offerings to upper mid-market B2B companies needing to embark on digital transformation.

