

## Case Study

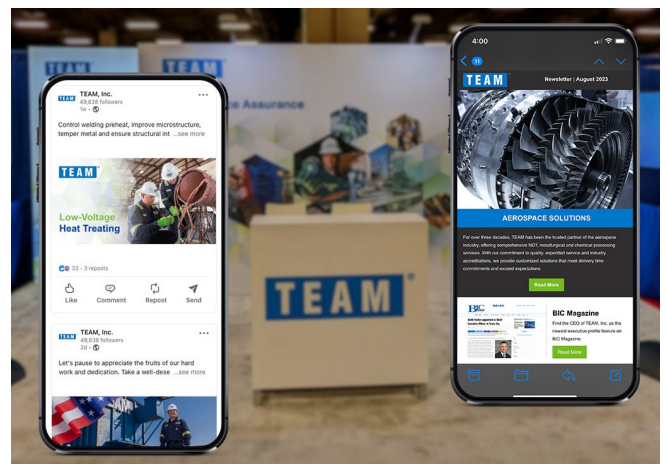
# Transforming TEAM, Inc.'s Marketing Strategy with Cost Optimization and Streamlined Workflow

## Introduction

The global COVID-19 pandemic posed significant challenges for many companies, including TEAM, Inc., a leader in the industrial services space. In response to the economic downturn, TEAM recognized the need to optimize costs, reduce corporate overhead, and re-engage aggressively with marketing efforts. Seeking a solution that would reduce marketing expenses by over 50%, without compromising quality or throughput, TEAM turned to HexaGroup, a strategic marketing partner. This case study explores how the implementation of a new marketing model and streamlined workflow greatly improved TEAM's marketing strategy.

## Challenge

TEAM faced a multifaceted challenge: Reduce marketing costs by 50%, while maintaining the same level of quality, and simultaneously increase marketing reach. It was essential to find a solution that would greatly enhance efficiency by eliminating layers of project management and coordination that accumulated from managing in-house resources, multiple tiers of freelancers, and outside agencies. Furthermore, improving visual and verbal consistency across all deliverables was a critical objective.



# Solutions

## Unified Marketing Model

HexaGroup proposed a new marketing model that replaced the traditional approach of managing freelancers and agencies. Fractional resources, from the Chief Marketing Officer (CMO) down to technical writers, were brought in for one price—a predictable monthly rate that is easy to budget. This unified model provided a streamlined workflow, project management, and a unified marketing technology stack. Additionally, HexaGroup integrated with TEAM's internal systems, such as company email, and was granted access to all internal and external company platforms. All projects and tasks now move even faster than having a full marketing and communications team in-house.

## Rapid Website Development

TEAM also faced the combined challenge of an antiquated website and a limited budget for updates. Recognizing the need for an enhanced online presence, HexaGroup swiftly launched a new website within a remarkable 75 days. Now, internal stakeholders are encouraged to improve content and the website continues to be regularly updated, ensuring it remains dynamic and engaging for visitors.

## Product and Services Portal

Leveraging TEAM's robust manufacturing capabilities and extensive inventory of valves and related parts, a structured and recurring ordering process was implemented for services, including on-stream repair operations. Within just 90 days, HexaGroup successfully developed the TEAM Products & Services Portal (PSP), a proof-of-concept website that serves as a platform for online transactions. New product and service lines are already being added to this innovative portal, providing further opportunities for growth and revenue generation.

## Inbound Marketing and Account-Based Marketing (ABM)

A proven process of inbound marketing and ABM activities has been implemented, optimizing the HubSpot marketing platform. This allows TEAM's marketing team to proactively generate demand and drive revenue, a major shift from simply serving as trade show support to becoming a proactive demand-generation engine. The alignment between marketing and sales is strengthening, and the need for an inside sales team to nurture inbound leads and identify and target prospective clients through ABM is now recognized.

## Digitized Trade Show Presence

HexaGroup optimized TEAM's trade show presence through the use of QR codes. This digitization enhanced lead capturing and streamlined marketing collateral distribution, allowing for seamless engagement before, during and after trade shows.

## Data-Driven Decision-Making

All marketing metrics are captured and made accessible through dashboards using Databox and HubSpot. This enables the measurement of ROI for each and every marketing activity, providing valuable insights for future decision-making.

## Demand Generation and Optimization

To maximize the effectiveness of marketing dollars, demand generation campaigns were strategically structured, with a focus on prioritizing investments in digital channels and leveraging strong trade partnerships, including Inspectioneering. This approach allows TEAM to optimize their marketing efforts, reaching their target audience more efficiently and generating impactful results.

## Seamless Internal Marketing Collaboration

A key aspect of the partnership between TEAM and HexaGroup is the seamless collaboration within the organization. Through a shared internal marketing group, accessible to all TEAM employees, any individual can make marketing requests to support their sales and marketing efforts. This streamlined process ensures that improvements to presentations and the development of new brochures, videos and other marketing collateral are seamlessly executed to support TEAM's overall marketing objectives.

## Comprehensive Marketing Support

The marketing relationship between TEAM and HexaGroup goes beyond traditional services—resembling more of an all-you-can-eat buffet of marketing strategy and guidance. HexaGroup provides not only tactical support, but also strategic direction and expertise. This comprehensive approach ensures that TEAM benefits from a holistic marketing experience, enabling them to make informed decisions, explore new opportunities, and stay ahead in the competitive industrial services landscape.

## Results

The implementation of cost optimization measures and a streamlined workflow led to significant achievements for TEAM:

- New website and Product & Services Portal developed within 3 months
- First-ever company-wide digital marketing metrics made available
- E-newsletter launched, providing regular updates and engagement opportunities
- Website traffic: 30% increase within 6 months
- Lead generation: 35% increase
- New LinkedIn followers on a monthly basis: 7% growth
- Budget: 65% decrease, compared to previous expenditures
- Cost of Investor Relations (IR) website: 75% reduction
- Content marketing initiative in progress, expanding TEAM's reach and thought leadership

## Conclusion

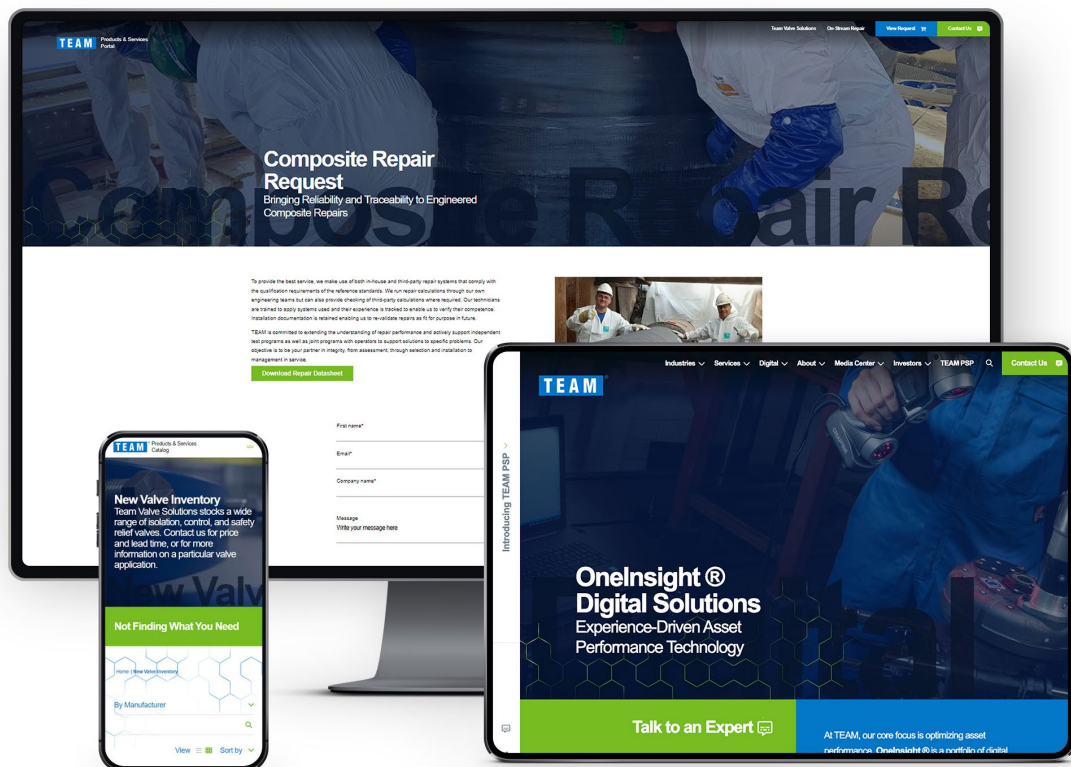
The marketing relationship between TEAM and HexaGroup has evolved into a true partnership, with a comprehensive range of services and guidance available. Together, they have paved the way for a new era of marketing success, empowering TEAM to navigate the industrial services landscape with confidence and drive revenue growth.

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overall



# Proven Methodology. Amplified Results.

**Working with HexaGroup, our clients amplify their marketing efforts with expertise impossible to find in a single employee or in-house team.**

Our team strikes the ideal balance between strategy and consulting, inspired creativity and leading-edge technology. We're seasoned strategists, content creators, data analysts, website and software developers, sales funnel optimizers and technology integrators.

Above all, we're marketers driven by results.

We've honed a six-step marketing methodology that balances proven best practices with each client's unique objectives.

## Brand Asset Management

- Discovery
- Future Identity & Position
- Portfolio Strategy
- Audience Needs
- Internal Activation

## Creative Development

- Print
- Motion Graphics
- 3D Animation
- Video
- Mobile Apps
- Tradeshow Support
- Presentations

## Marketing Technology

- Marketing Automation
- CRM
- Lead Sourcing
- Analytics
- Enterprise Content Management
- Chatbots



## Research and Planning

- Clustaar™ Digital Market Analysis
- Traditional Market Research/Focus Groups
- Strategic Planning
- Marketing Communications/Media Planning

## Growth-Driven Website

- Information Architecture
- Visual Design/UI/UX
- Technical Implementation
- Content Development
- Hosting Maintenance

## Marketing Performance

- Inbound/Content Marketing
- Account-Based Marketing
- Social Media
- SEO
- Integrated Advertising
- Events/Tradeshow Support
- Public Relations
- Demand Generation

