



## Manufacturing / Packaging Case Study

### Business Problem:

A \$150M PE-Backed Manufacturer of Specialty Protective Packaging Solutions Needed to Accelerate Growth in Order to Meet a New Parent Company's Expectations and Realization of the Deal Synergies.

**VERTICAL:**  Manufacturing

**MARKET:**  Packaging

**NLP SERVICES:**  Commercial  
Excellence

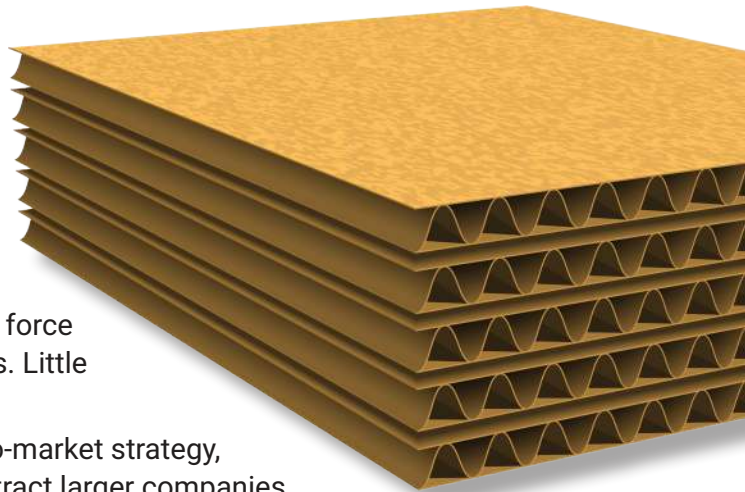
### CLIENT

The company held the leading share position, but the paper honeycomb protective packaging category was relatively unknown to packaging designers and procurement teams.

Once customers became aware of the environmental and performance advantages of the material, they frequently displaced existing materials and switched to the innovative products.

The company relied nearly exclusively on a small direct sales force to connect with customers in over 30 diverse vertical markets. Little priority was given to these vertical markets.

With a fragmented set of opportunities and a sales-only go-to-market strategy, the company had difficulty leveraging limited resources to attract larger companies offering significant opportunities.



### APPROACH

A strategic marketing plan was developed to connect the company to new potential customers.

Segmentation analysis identified high potential applications in growth segments.

A market penetration plan was developed to gain customers in these new segments. A trademarked application with a strong value proposition was created to tell the value story.

The trademarked product launched to the market with a full suite of marketing vehicles to create a buzz that built awareness and generated sales leads.

E-mail blasts, web advertising, and print advertising in trade journals reached over 40,000 industry professionals.

## THE RESULTS

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- Over 50 industry publications reported on the new product introduction. **Social media** delivered hundreds of new comments.
- Website traffic **shot up 35%** and stabilized at a new higher level of visitors.
- The 1-800 phone number literally began ringing – **call volume went up 4X** compared to similar periods.
- Customer inquiries converted to sales leads by the inside sales team's lead nurturing activities and **grew the sales pipeline by 15%**.
- The marketing investment was on-track to return a **10X ROI** in increased market awareness and subsequent sales opportunities based on the pipeline of new opportunities.

