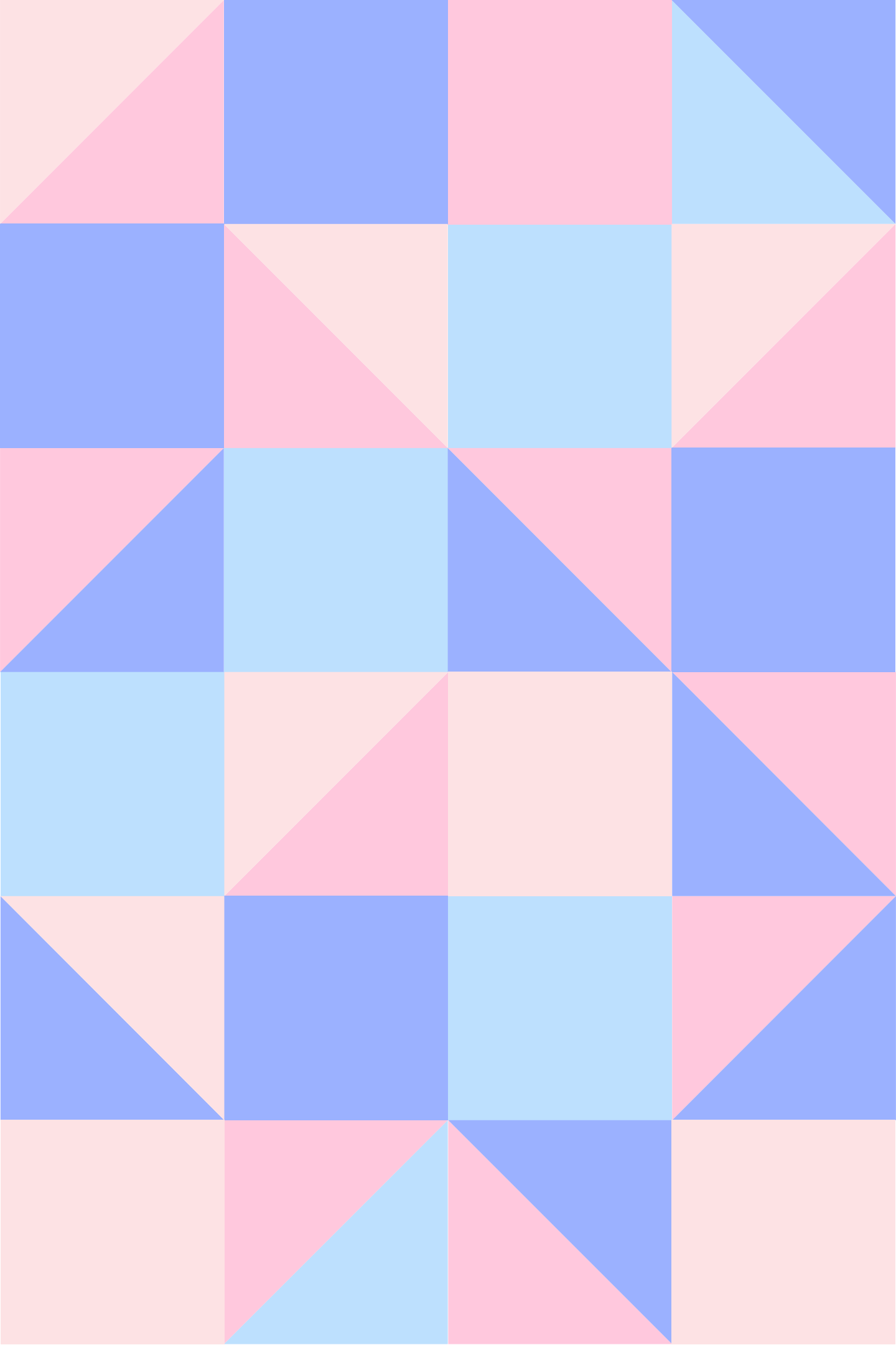




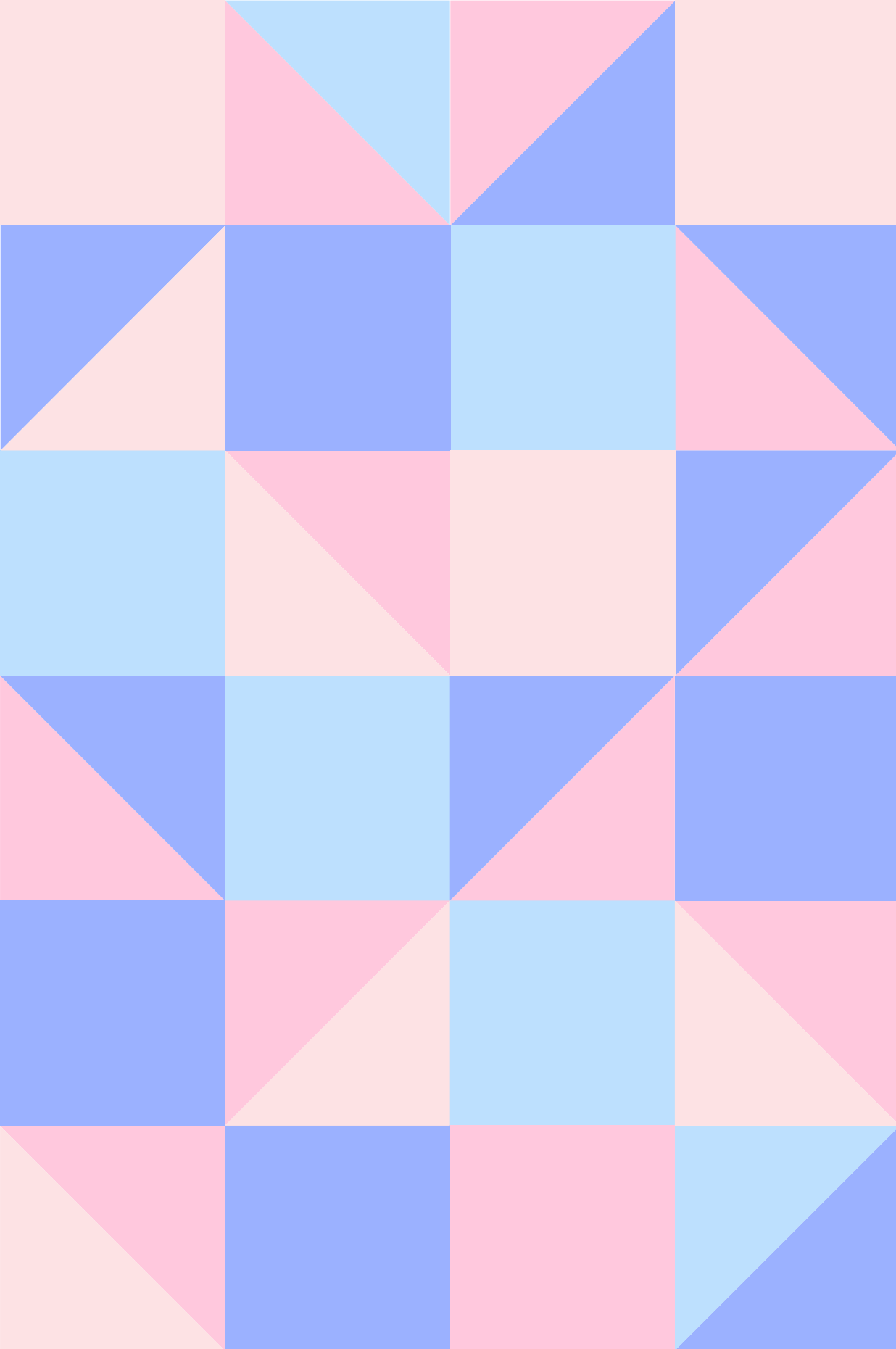
Jill Dechenne

2024 Forrester B2B Program of the Year Finalist

Case Study

From Chaos to Cohesion: Transforming Enterprise Marketing Through Audience- First Integration

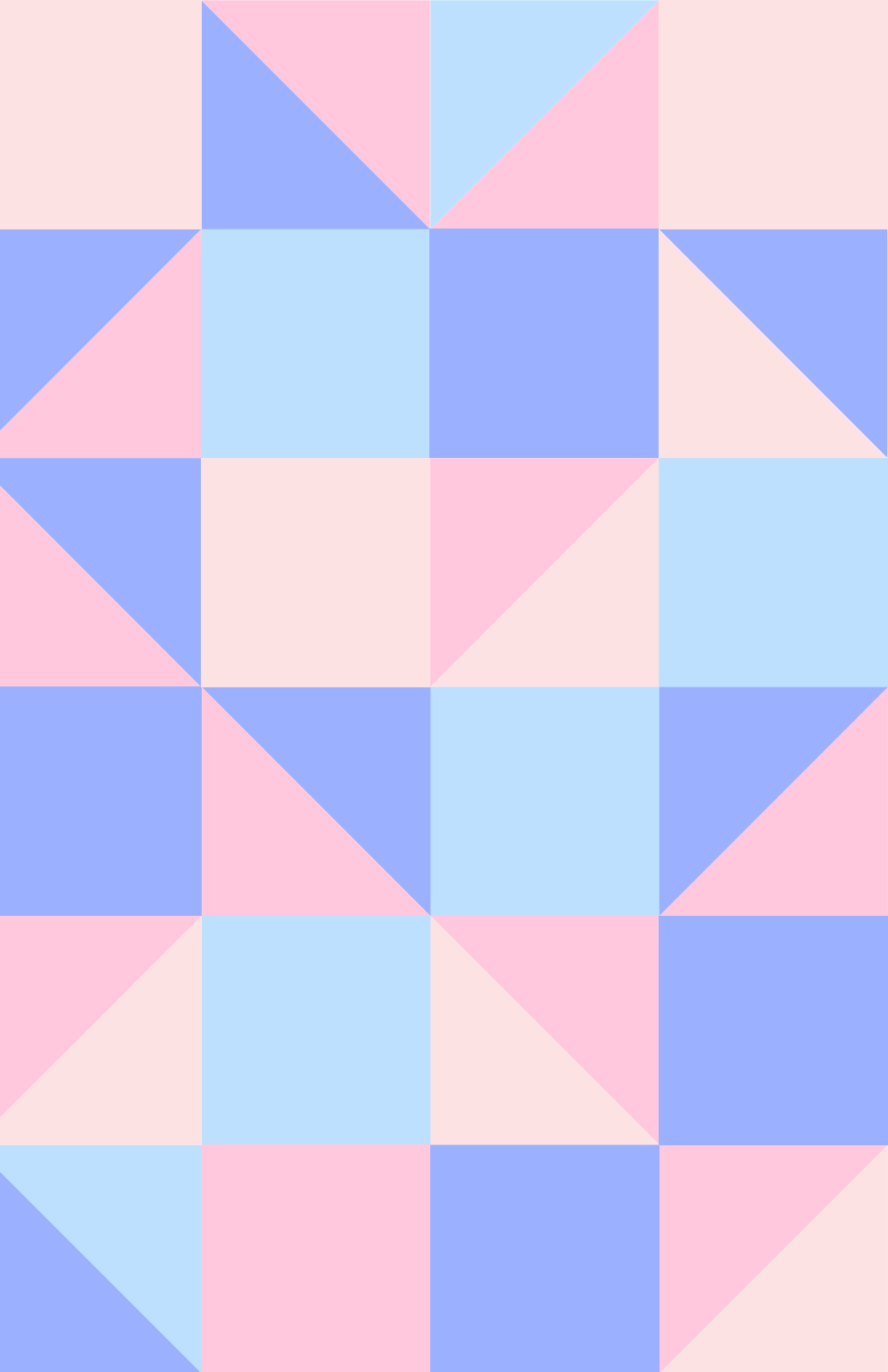
A comprehensive case study on building a customer-obsessed,
integrated marketing organization that drives measurable
business results



EXECUTIVE SUMMARY

In today's competitive B2B landscape, large enterprises often struggle with fragmented marketing efforts that fail to resonate with their target audiences. This case study examines how a global technology company successfully transformed from conducting "random acts of marketing" to implementing a cohesive, audience-first integrated marketing strategy.

The transformation resulted in remarkable improvements across all key performance indicators, including a **171% increase in social engagement, 219% database growth, and maintained brand preference despite intense competitive pressure.** Most importantly, the initiative established a replicable framework now being adopted as best practice across the organization.



THE CHALLENGE:

BREAKING DOWN MARKETING SILOS

The organization faced a critical challenge that many large enterprises encounter: random acts of marketing. With hundreds of products and numerous stakeholder groups operating in isolation, the marketing function had devolved into a disjointed collection of product-focused initiatives. Key pain points:

Loss of Continuity

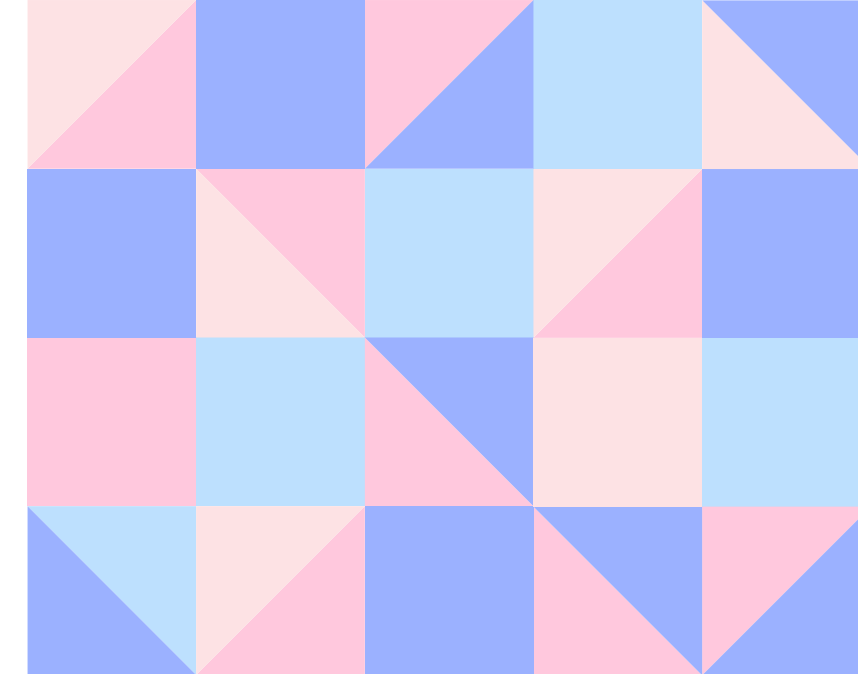
- Customers received inconsistent, impersonal communications
- Product-centric messaging ignored audience needs and benefits
- Poor customer experience across touchpoints

Loss of Productivity

- Significant time and budget waste on unused marketing assets
- Content not optimized for appropriate marketing channels
- Marketing team viewed as publishers rather than strategic partners

Loss of Impact

- Content failed to address customer questions and pain points
- Channel performance suffered due to lack of customer-first approach
- No unified strategy to guide marketing investments

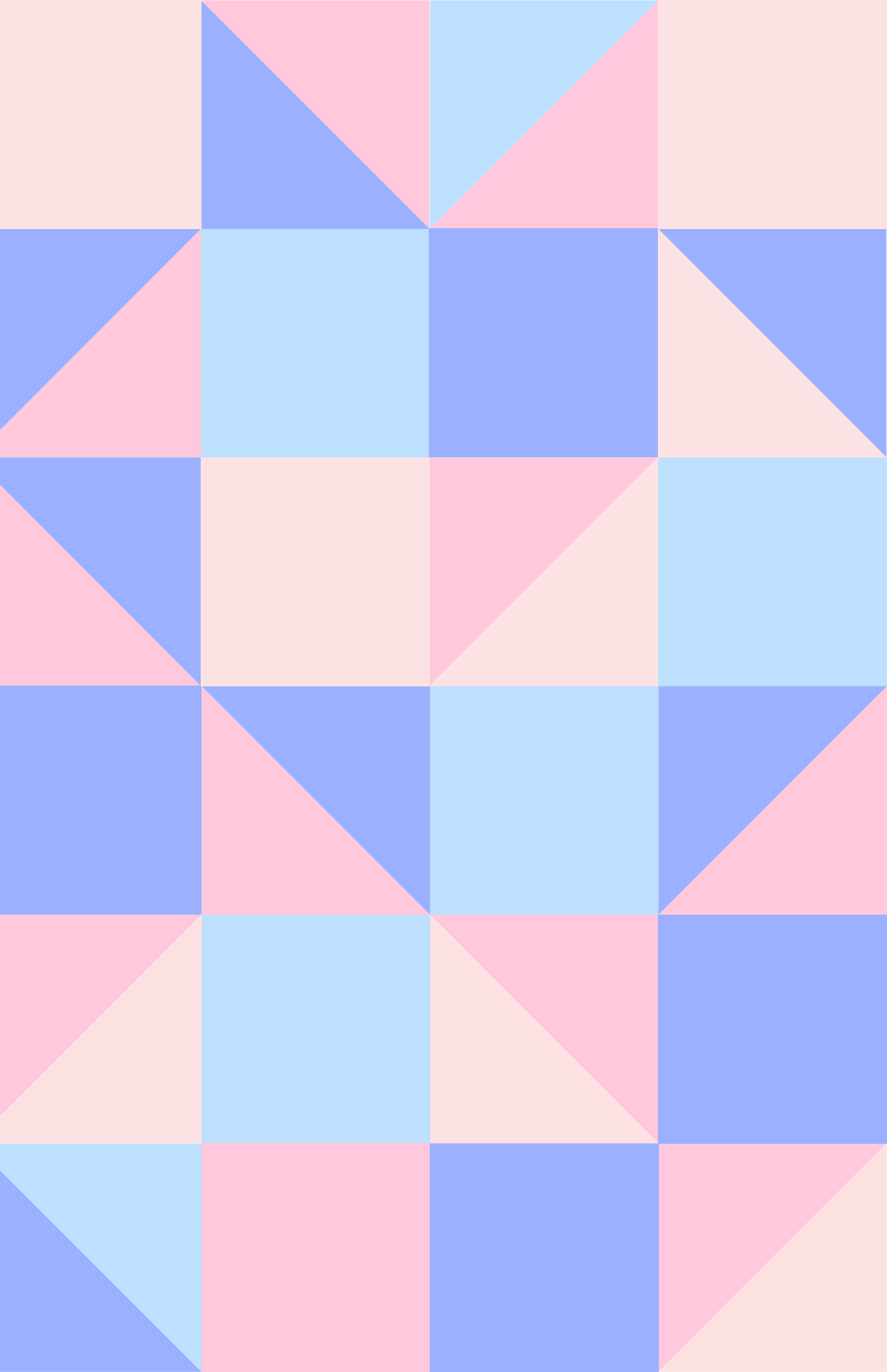


THE VISION

The organization needed to evolve from a fragmented, product-focused approach to a unified, customer-obsessed marketing strategy.

The goal was to build an empathetic marketing organization that would lead with audience-first, world-class integrated marketing strategies to drive business growth and earn brand preference.





THE SOLUTION:

BUILDING AN INTEGRATED MARKETING ENGINE

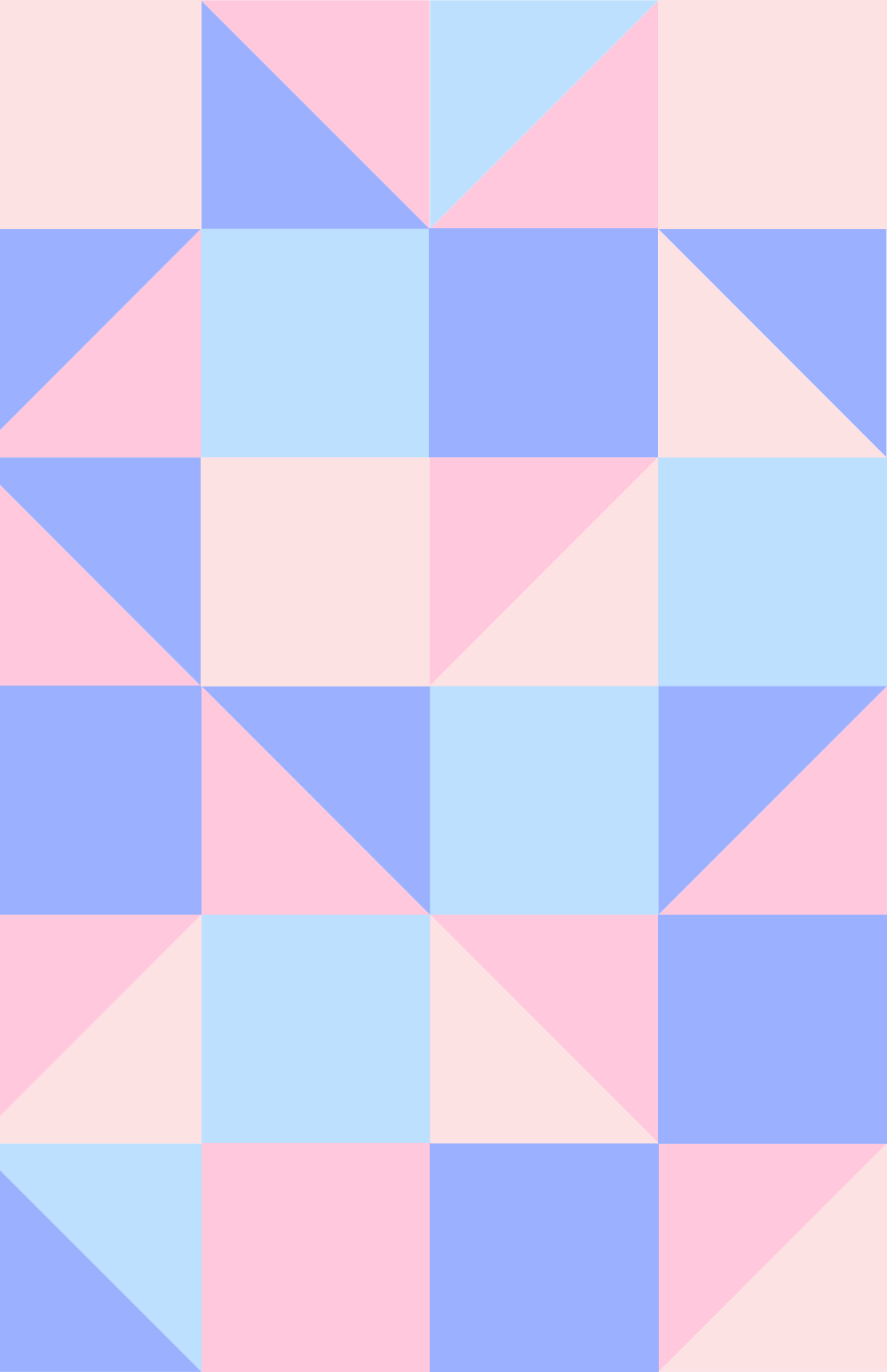
The transformation centered on establishing an audience-based integrated marketing strategy using industry-recognized frameworks. The solution created an insight-driven, audience-centric, scalable Integrated Marketing Engine that delivers unified brand messaging through strategic coordination across multiple channels.

Persona Development & Buyer's Journey Mapping

- Conducted comprehensive research to understand buyer needs throughout their journey
- Developed detailed buyer personas validated through data and customer insights
- Created comprehensive buyer journey maps with content requirements for each stage

Integrated Marketing Playbook Creation

- Developed content strategy addressing gaps, intent data, and business goals
- Created channel-specific guidelines aligned to business objectives
- Packaged insights into strategic playbooks for all stakeholders
- Established one-stop resource for geo-marketing teams, co-marketing partners, sales, and product teams



Editorial Calendar Implementation

- Outlined strategic approach for audience-based marketing throughout the year
- Fostered collaboration with content creators and ecosystem partners
- Coordinated activities across all channels including outbound marketing, sales enablement, and training

Project Tracking & Alignment Systems

- Implemented individual project tracking for content creators
- Automated flow into content repositories and editorial calendar
- Created unified content repository accessible to all stakeholders
- Reduced dependencies and improved efficiency

Global Commercial Client Dashboard

- Established dashboard for 9 global marketing initiatives across 9 funded markets
- Provided global view of Integrated Marketing Engine performance
- Enabled data-driven optimizations across all markets and programs
- Created first-ever centralized view of marketing performance

MANAGING ORGANIZATIONAL CHANGE

Transforming marketing operations in a large enterprise requires careful change management. The initiative established three core pillars to manage this ongoing process:



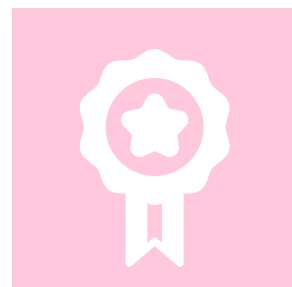
Unify Stakeholders

Drive strategic consistency and leadership buy-in across teams



Process Modernization

Streamline workflows and standardize operations for scale and agility



Enablement & Adoption

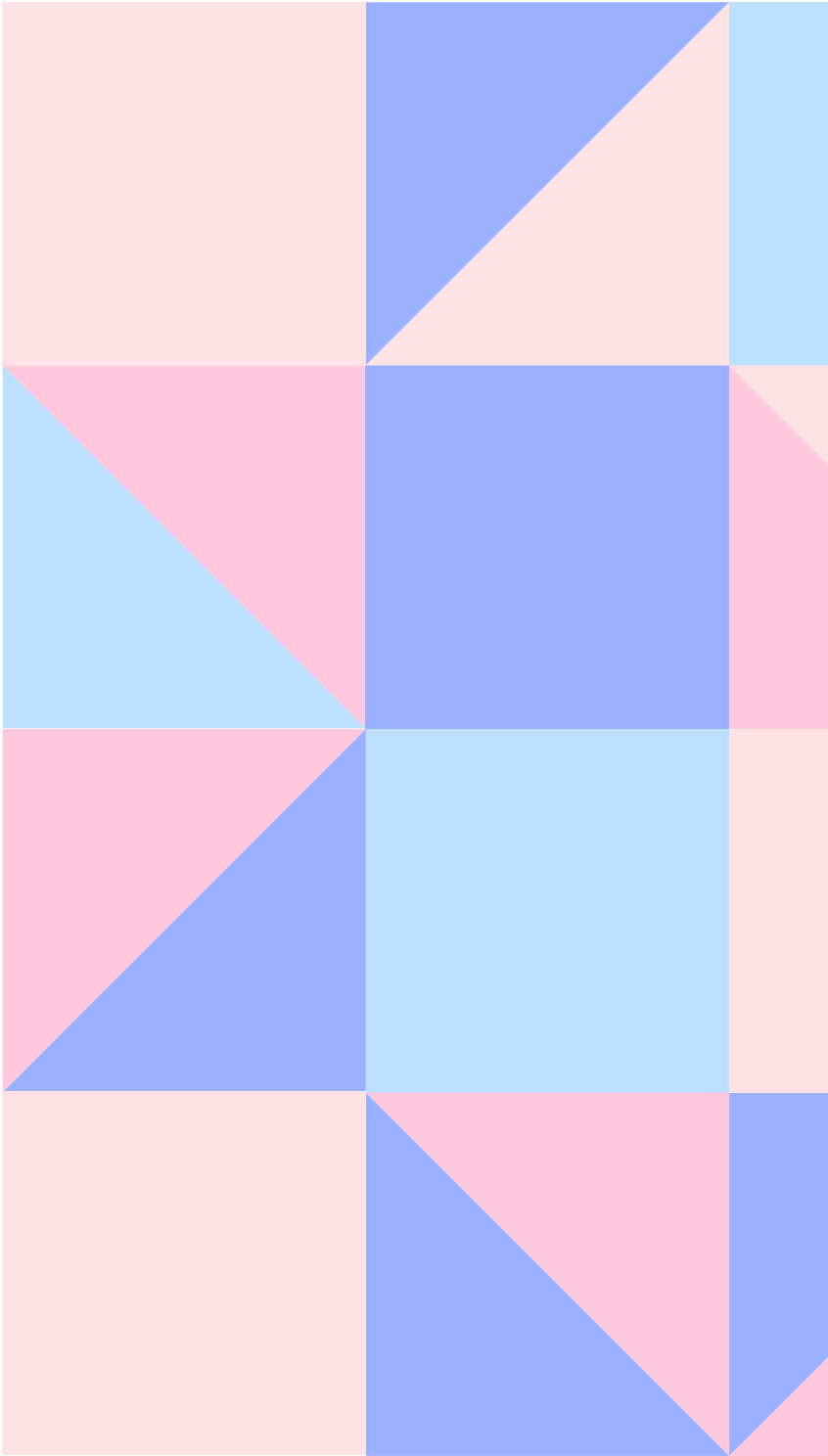
Empower teams with tools, training, and ongoing support



THE RESULTS:

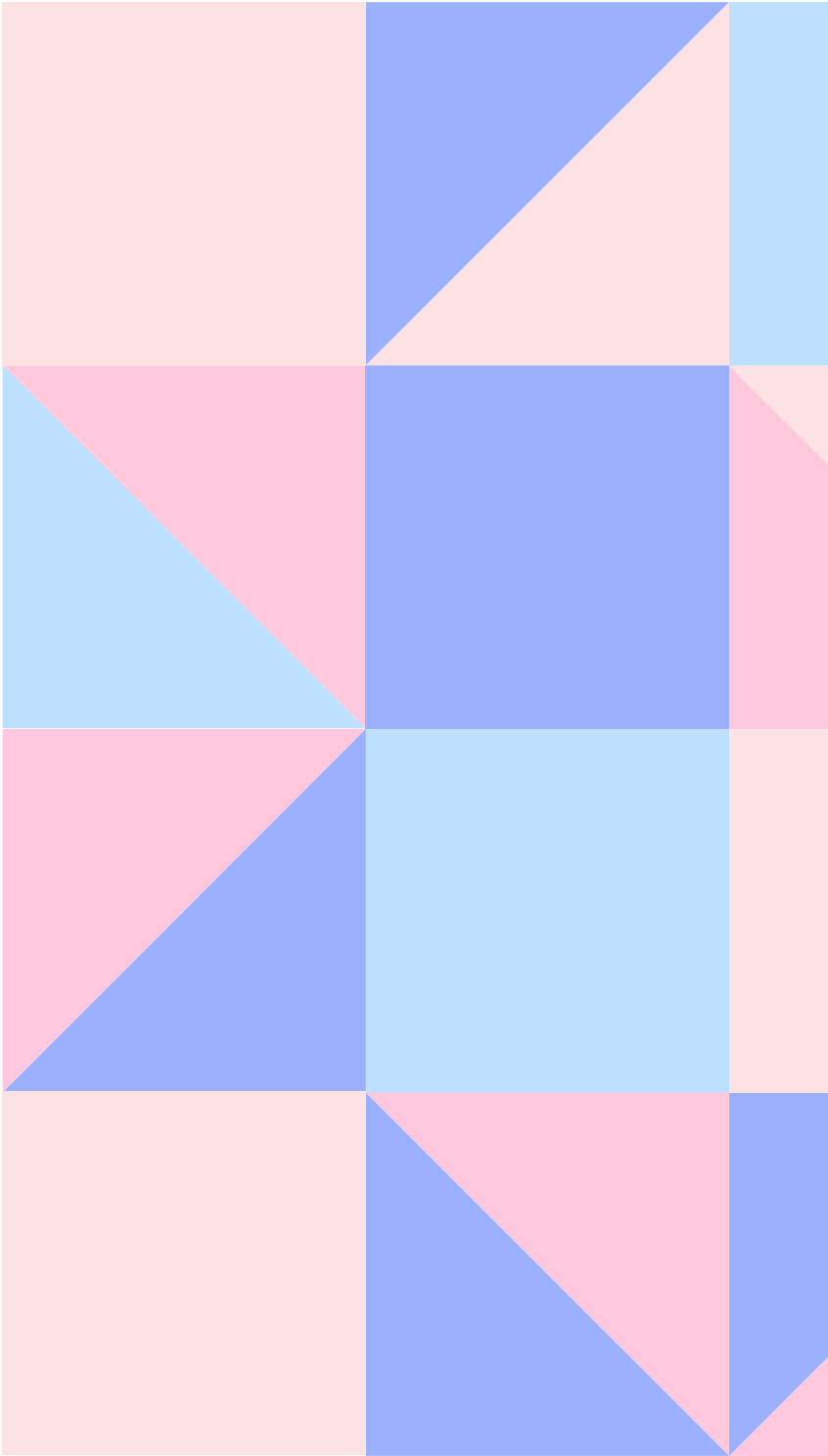
TRANSFORMATION ACROSS OBJECTIVES

Strategic Pillar	Business Impact
Brand Strength	• Maintained top-tier brand preference amid fierce competition • Delivered primary business outcomes in challenging market conditions
Operational Efficiency	• Consolidated 27 content trackers into a unified system • Aligned all marketing efforts under a centralized editorial calendar • Improved campaign visibility while eliminating workflow redundancies



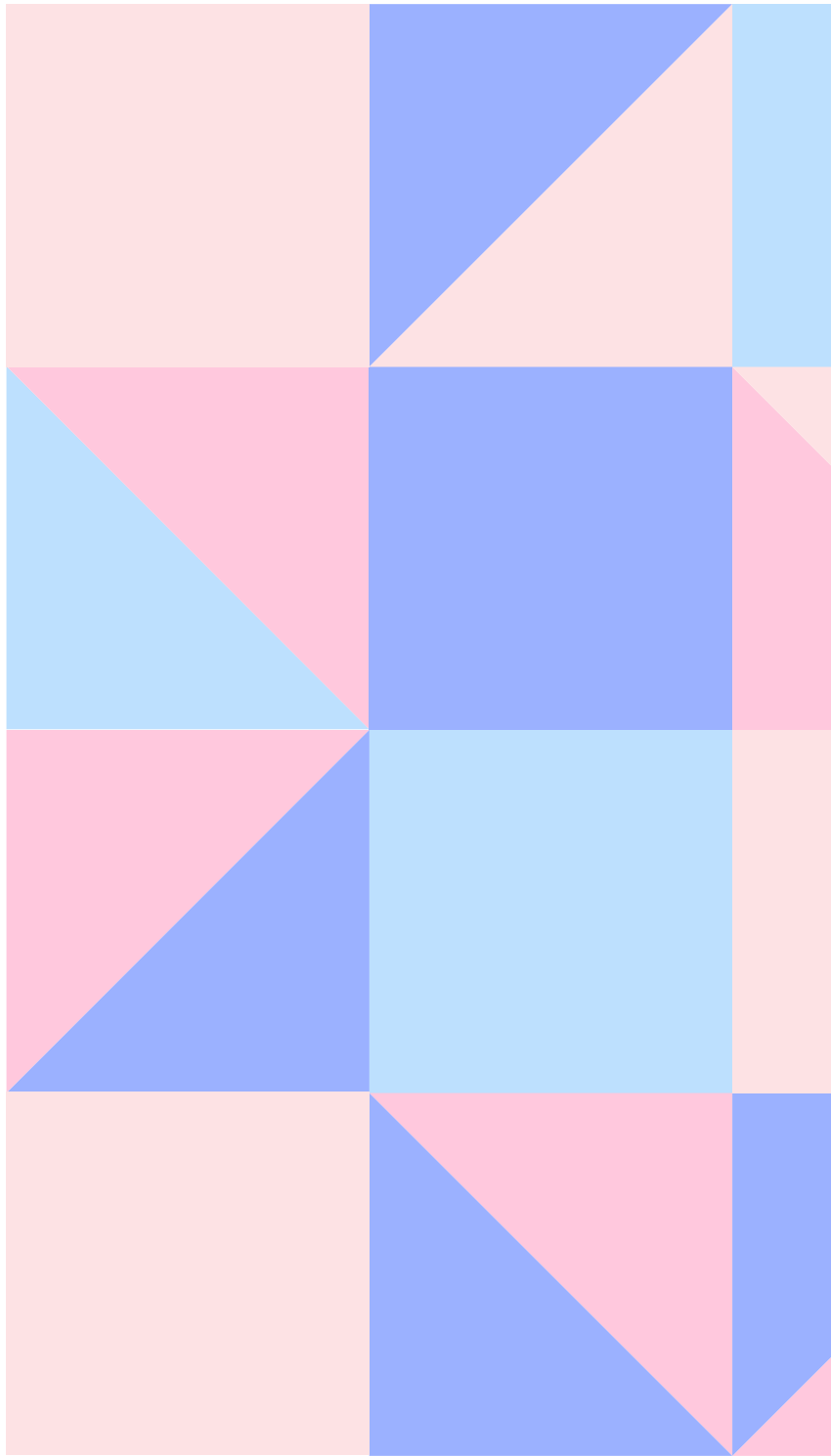
THE RESULTS: TRANSFORMATION ACROSS OBJECTIVES

Strategic Pillar	Business Impact
Omni-Channel Engagement	Social Media • Twitter ↑171% • LinkedIn ↑112% • Peak engagement up to 320% above benchmarks Email Nurture • Database growth: 32K → 102K (+219%) • CTR ↑60% • Gated content downloads ↑326% • Sales-ready leads ↑60% Webinars • 95% found content highly relevant • 20%+ requested sales follow-up Website Strategy • Reduced content pages by 126% while maintaining impact • Shifted to buyer-journey-aligned publishing



THE RESULTS: TRANSFORMATION ACROSS OBJECTIVES

Strategic Pillar	Business Impact
Marketing Excellence	Driving ‘best in class’ for organization Our program has been picked up as a case study for other marketing teams at Intel and our strategies and frameworks are becoming the standard for how to drive integration. Ecosystem integration A major partner replicated our editorial calendar, then integrated their new calendar with ours for better co-marketing planning and visibility. This integration is being scaled with other partners as well.





LESSONS LEARNED



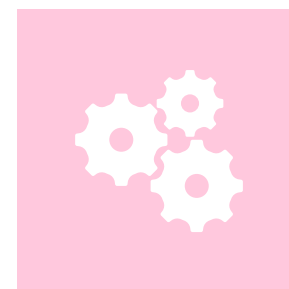
Challenge status quo

Confronting legacy content metrics and shifting teams toward strategies that prioritized real audience engagement and impact.



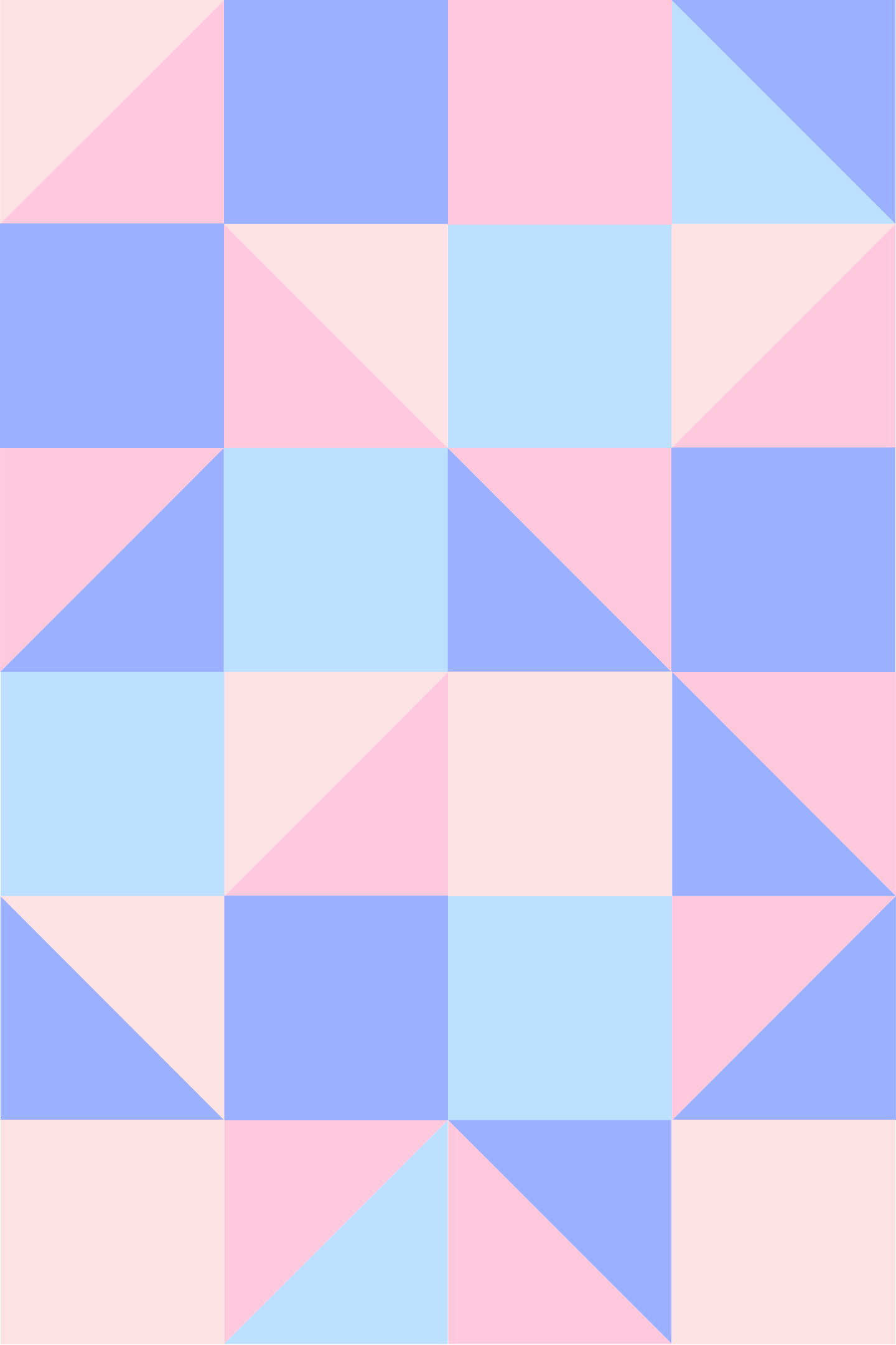
Practice an open mindset

Embraced an open, collaborative mindset by inviting feedback, challenging assumptions, and strengthening partnerships to continuously evolve the program.



Staying relevant in a dynamic environment

Maintained program relevance in a dynamic org by consistently road-showing plans and showcasing the framework's agility to align with shifting priorities.



The transformation from "random acts of marketing" to integrated marketing excellence required patience, persistence, and commitment to customer-centricity.

The results—spanning improved engagement, operational efficiency, and organizational adoption—demonstrate the significant value of this approach.

For marketing leaders facing similar challenges, this case study provides a proven roadmap for creating sustainable, audience-first marketing transformation that drives both immediate results and long-term organizational change.

If you're ready to turn insights into impact with precision, creativity, and purpose, let's make it happen.

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