

Outsourced Mktg Services for Software & Engineering Firm

PROJECT DETAILS

 Advertising & Marketing

 Oct. 2006 - Dec. 2020

 Confidential

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"Their strategy capabilities set them apart."

PROJECT SUMMARY

Advertas performed outsourced marketing activities for a software and engineering firm. The team's scope of work included developing the client's branding, outreach campaigns, and lead generation services.

PROJECT FEEDBACK

Advertas was talented at crafting sales presentations which allowed the client to show impressive demonstrations. Their ability to follow through with the marketing strategies they developed made for a successful collaboration. Above all, they remained responsive throughout the process.



The Client

Please describe your company and your position there.

eSimulation is a software and engineering company providing advanced solutions for the midstream natural gas sector. I was president of the company.


The Challenge


For what projects/services did your company hire Advertas?


Advertas was retained to provide an outsourced marketing function for eSimulation. Over the years of our engagement, they were tasked with developing the company logo and branding, designing and implementing the website, conducting our editorial outreach campaigns for press coverage, designing and executing advertising campaigns, and providing lead generation services by way of email marketing and white paper development. Most importantly, Advertas does an excellent job of developing the strategy for a technology rollout and development of the supporting marketing message.

What were your goals for this project?

Improve the company's profile within the midstream natural gas industry to support the company's direct sales efforts.

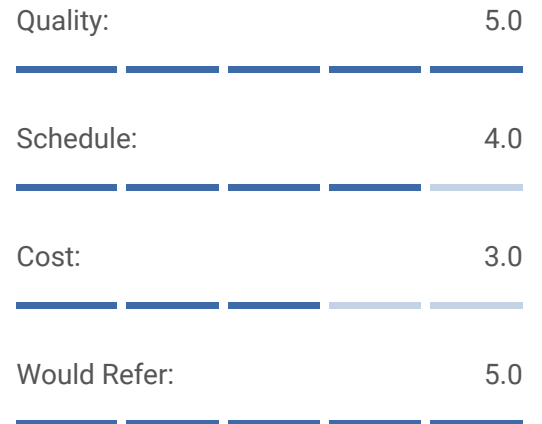
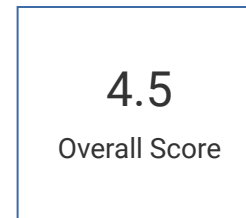
 **Mark Roop**
Former Principal & Co-Founder,
eSimulation, Inc.

 **Energy & Natural Resources**

 **11-50 Employees**

 **Houston, Texas**

CLIENT RATING



The Approach

How did you select Advertas?

I was friends with Advertas' founder. I had worked with him previously at Aspen Technology.

Describe the scope of their work in detail.

Advertas collaborated with the management team on strategies to achieve objectives, and then was wholly responsible for execution of approved initiatives.

What was the team composition?

Advertas has people that develop the strategy / messaging, architect websites, and develop collateral marketing materials. They include project management, their lead strategist, a technical copywriter, graphic designer, artists, digital marketing specialist, and web developers.

The Outcome

Can you share any outcomes from the project that demonstrate progress or success?

Advertas did an excellent job of supporting us over the years. We always had first class marketing materials for conferences and to hand out to clients. Their ability to develop sales presentations was excellent and this helped us present a compelling and cohesive message during sales presentations.



How effective was the workflow between your team and theirs?

The workflow was usually one of working together, me in their offices, to develop the messaging. Then, periodic meetings to check the status of deliverables. We sometimes did real time editing of websites together to minimize back and forth communications.

What did you find most impressive about this company?

Developing marketing strategy and then following up with all marketing/sales materials required to take that strategy to market.

Are there any areas for improvement?

Sometimes it was difficult to get a realistic estimate for what a project would cost. However, we were also at fault because we always wanted more to be done, so scope crept.

