

# CASE STUDY

A CRM within a sea of CRMs



## THE PROBLEM

According to Scott Brinker's Marketing Technology Landscape, there are more than 600 CRM companies. It was the harsh reality facing Wingmate.

Its brand positioning didn't effectively showcase Wingmate's unique sales proposition, making it difficult for potential customers to understand why the company was a better or different choice.

The lack of clear messaging made it challenging to attract the spotlight, impacting sales and overall market visibility. To attract and engage prospects, it needed to find a way to differentiate from competitors like HubSpot and Salesforce.

## SOLUTION

Working with Marketing Spark, Wingmate capitalized on the strength of its CRM (simple yet powerful) and the results seen by its customers (mostly companies with in-field employees).

Wingmate decided to position its CRM as a sales acceleration platform that turns sales and customer support into a "team sport." It focused on selling a CRM that made it easy for in-field employees to easily capture leads and opportunities and quickly connect them to sales via the CRM.

The brand promise became: Capture. Connect. Close.

## CHALLENGES

- Undifferentiated positioning and messaging that did not reflect its platform or target audiences
- A website that struggled to engage or convert prospects
- A lack of marketing and sales collateral



### MATT LEUSCHNER

CEO, WingMate

*"Mark is a devoted Swiss Army knife in B2B marketing and branding. Any company seeking CMO-level guidance for their marketing department without hiring a full-time CMO would benefit greatly from Mark's hands-on expertise."*

# CASE STUDY

The CRM that transforms sales and customer service into a team sport.

## THE RESULTS

### Refreshed Website:

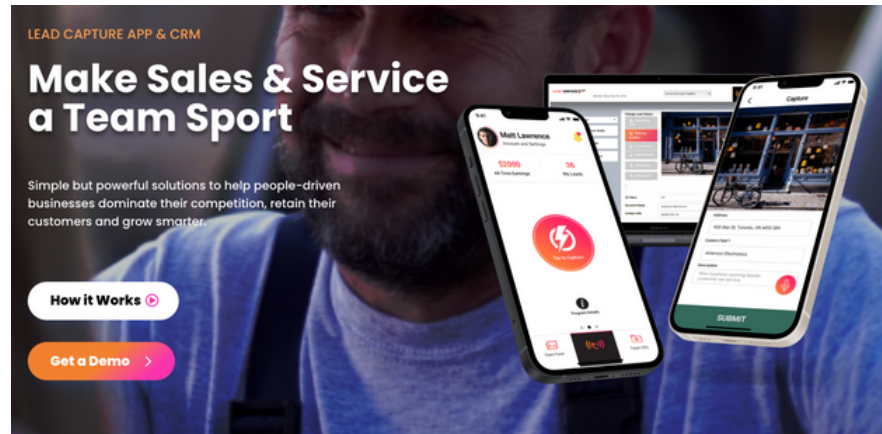
Wingmate's website was refreshed with new messaging, reflecting the updated brand positioning and value proposition.

### Improved Sales and Marketing Collateral:

Wingmate updated its sales and marketing materials, allowing it to attract prospects who fit its ideal customer profile and shorten sales cycles.

### Competitive Differentiation:

The rebranding differentiated Wingmate from competitors, highlighting its simplicity and teamwork-centric approach.



### More effective email marketing:

Wingmate had a robust cold email marketing campaign powered by lists. The new positioning dramatically improved open and conversion rates and saw a significant increase in leads and demo requests.

**More leads and sales:** The company saw a significant increase in leads and sales from better qualified prospects.