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CASE STUDY

# From Strategic Consultation to MarTech Implementation - Demand Spring Provides Full Breadth to Waters Corporation

**FOCUS:** STRATEGIC LEADERSHIP CONSULTATION; MARKETING TECHNOLOGY PLANNING AND IMPLEMENTATION

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**In marketing, consistency is key. When bringing an outside consultancy on board, being able to rely on a team who can help you with strategy development, planning and implementation of many projects helps to bring consistency not only to your marketing organization, but to your brand and how you are viewed externally. The Demand Generation Marketing team at Waters has worked with Demand Spring over several years, and on a number of different projects. This has brought Waters the consistency and high-quality results that they were looking for—from a consultancy that has effectively become an extension of their team.**

## CLIENT PROFILE

Waters Corporation, the world's leading specialty measurement company, has pioneered chromatography, mass spectrometry, and thermal analysis innovations serving the life, materials, food and environmental sciences for more than 60 years. With more than 7,400 employees worldwide, Waters operates directly in 35 countries, including 14 manufacturing facilities, and with products available in more than 100 countries.

## BUSINESS SITUATION

The marketing team at Waters was looking to make a change. They knew that to be more effective they needed to transition from being primarily content marketing driven, to a demand gen focused team. Their first step— to bring in an outside consultancy to help determine the best course of action for this transition.

The Demand Spring team came in initially to do a demand gen audit, looking across every function that helped to drive demand, and providing an extensive overview and analysis that would become a blueprint for the team. From there, the Waters team knew they needed to implement a marketing automation platform. Demand Spring helped with that planning and implementation, but additionally brought in their expertise and advice on sales and marketing alignment, web optimization, and persona development.

Waters™

“Our relationship with Demand Spring is extremely collaborative. Even if an obscure or somewhat unique question comes up, we know Demand Spring’s team will have advice and guidance for us. Being able to rely on their feedback and advice when we need it is so valuable.”

**Delia Garced**

Senior Director Demand Generation with Waters.



## THE RESULT

One of the biggest projects undertaken was bringing in a new marketing automation platform. The Demand Spring team made the process efficient and painless. Because it was done in phases, it provided the organization with a comfort level that the project could be undertaken successfully and with minimal disruption.

***"It wasn't just about bringing in a new tool - it was about the best way to make that tool the most effective for our needs. We knew that without a marketing automation tool, we had a gap in our tech stack. But we also knew that we didn't have that level of expertise in-house to effectively and efficiently execute the implementation. Demand Spring brought us that expertise and brought us peace of mind in knowing that it would be done right."***

**Delia Garced**, Senior Director Demand Generation with Waters.

Waters has continued to rely on Demand Spring beyond the scope of the initial projects undertaken and have continued to seek their input and counsel on an ongoing basis, while bringing in team members to help on specific projects. Most recently, Demand Spring has presented a number of sales and marketing alignment workshops to the Waters team, which have been received positively at all levels of the organization.

## A FINAL THOUGHT

***"Every organization needs to find what works for them. If you are looking for a consultancy that is an extension of the team—someone that is really driven to make you successful and feels invested in that success— that is what you get with Demand Spring. We know that they are focused on the work they are doing, that they are here to support us, and that they want to see our team succeed."***

## ABOUT DEMAND SPRING

Demand Spring is an integrated Revenue Marketing consultancy that helps marketing organizations stand taller by enabling them to scale their ability to contribute to pipeline and revenue.

Our team of Revenue Marketing Strategists, Content Marketers, and Marketing Technologists help our clients transform their marketing practices, deliver exceptional customer experiences, and drive revenue.