



CASE STUDY

# MECCO Makes Demand Spring an Extension of their Marketing Team

FOCUS: MARKETO EXECUTION & CONSULTATION SERVICES



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Having a smaller marketing team often creates challenges, including having the time and expertise to maximize the use of an organization's marketing technology. MECCO realized they needed to bring in Marketo experts who could help them enhance their Marketo instance and marketing programs. Bringing on Demand Spring as an extension of their team has allowed MECCO to expand and improve their marketing programs, and consistently generate leads for their sales team.

## CLIENT PROFILE

Headquartered in Pittsburgh, Pennsylvania, MECCO has been an industry leader in laser and pin marking for the manufacturing community since 1889. Throughout the evolution of new marking techniques, MECCO has helped their customers determine the best technology for their unique applications.

## BUSINESS SITUATION

MECCO has a small marketing team responsible for all marketing initiatives, as well as supplying leads to the sales team. Marketo had been implemented, but with a team stretched by many competing priorities, learning how to best use it to support the sales team required a significant investment of time that the team just did not have. The team wanted to be able to take full advantage of Marketo capabilities to optimize their campaigns and increase opportunity generation.

*"We work closely with the sales team, so we wanted to have an automated process where we could get qualified leads and pass them off to the sales team on a consistent basis,"*

Kristina Gleeson, Content Marketing Specialist with MECCO.

"Working with a reliable vendor is very important — someone who is willing to be flexible when they are dealing with a smaller organization, and someone who takes the time to get to know the business. Demand Spring does just that. Knowing that they are here to support our team has been extremely valuable."

Kristina Gleeson,  
Content Marketing Specialist  
with MECCO.

The team knew the importance of having Marketo working to its fullest potential, but they did not have the bandwidth to make this happen. As a result, MECCO decided to bring in Demand Spring to become an extension of their team - specifically to take on this task of helping them step up their marketing and email automation initiatives.

**MECCO®**



## THE RESULT

Demand Spring worked alongside MECCO to execute their Marketo programs using industry leading best practices. This included building and launching nurture programs, event marketing programs, and building email assets, smart lists, and campaigns.

***"You can tell when the person you are working with is well-read on a platform such as Marketo. Whatever questions we ask the Demand Spring team, we know that their answers are based on current industry best practices."***

~Kristina Gleeson, Content Marketing Specialist, MECCO

Beyond the Marketo execution and consultation, Demand Spring assisted MECCO with their preparations for GDPR compliance (including data hygiene), helping them to ensure that all appropriate steps were being taken and considerations made to ensure their compliance.

MECCO has recently been able to extend their marketing offerings to include more webinars and virtual events. The Demand Spring team has been instrumental in incorporating these new activities into their marketing program. ***"We would not be reaching out to our customers and leads at the rate and quality we are without Demand Spring."***

## A FINAL THOUGHT

***"I would definitely recommend that other organizations consider Demand Spring as an extension of their marketing team. Bringing in people who are experts in the field of marketing automation when you have a small team and don't have the required knowledge in the area, or the time to acquire that knowledge right now, just makes sense."***

## 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.