

Success Stories for East Texas Marketing, LLC



AT&T CAPITAL

Company

As AT&T's financial arm, AT&T Capital specialized in capital equipment financing, leasing, and renting. Even though it was an integral part of its parent company, AT&T Capital operated in a somewhat independent mode when it came to marketing and branding.

Challenges

Because of its various distributed locations around the nation, AT&T Capital faced challenges concerning the ability to maintain consistency with its marketing communications. Each division had its own go-to-market plan and tended to operate somewhat independently, which was causing confusion in the marketplace. There also was a lack of solid marketing tools to support the field sales force.

Solutions

In addition to helping to drive a cohesive approach to marketing communications for AT&T Capital, we led the Customer Satisfaction Committee, which was responsible for developing an innovative, comprehensive customer satisfaction survey, analysis, and corrective action methodology for all operating divisions within the company. We also designed, developed, and created an internal training program for a comprehensive B.I.G. (brand identity guidelines) system to ensure continuity for the AT&T Capital brands from division to division.

Results

All divisions within AT&T Capital enthusiastically adopted our new brand guidelines and participated in our customer satisfaction initiatives. AT&T Capital was subsequently acquired by Newcourt Credit Group for \$1.6B.

"Kent Huffman led marketing during a time of much change at AT&T Capital, including a complete repositioning and rebranding. He was able to establish market clarity and presence while fully equipping the sales organization. Kent always represented himself and AT&T professionally and is a trusted person of integrity."

—Philip Capps, Strategic Account Executive, AT&T Capital



PEROT SYSTEMS / DELL SERVICES

Company

For more than 30 years, Perot Systems / Dell Services (now NTT Data), has delivered tangible business results by combining deep IT industry expertise with applied innovations in digital, cloud, and automation across a comprehensive portfolio of consulting, application, infrastructure, and business process services.

Challenges

The executive team at Perot Systems wanted to position the company for acquisition, but internal politics and power struggles among the siloed departments created numerous roadblocks. There also was a cultural bias against marketing and branding, and very little value had historically been placed on those functions.

Solutions

We developed an internal strategy and process to build consensus among the executive leaders of the various industry groups within Perot Systems as it related to marketing and branding. Then we consolidated all the industry and operational sub-brands under one corporate brand umbrella to present a more cohesive image to the marketplace. Our team also spent time in Europe and Asia, leading Perot Systems' global marketing and communications teams to ensure marketing and branding consistency and effectiveness around the world.

Results

We received a number of national and international awards for the quality of Perot Systems' annual reports and other marketing initiatives. We also created several direct-revenue-producing programs, including a unique dimensional marketing campaign that resulted in a \$7.5M multi-year IT outsourcing and application development contract with one of the nation's largest home building supply firms. Soon afterward, Perot Systems was acquired by Dell and was rebranded as Dell Services.

“Kent Huffman is a creative and insightful marketing and communications professional who was able to orchestrate the completion of numerous major marketing and branding initiatives with little to no budget, while delivering on the expectations of his stakeholders. His marketing leadership was a pillar within this organization.”

—Lou Pahountis, Senior Strategy Executive, Perot Systems / Dell Services



RUTTING RIDGE CELLARS

Company

A boutique winery in Lodi, California was looking for help with developing a marketing strategy to sell its wines through non-traditional channels. It also needed a unique brand that would attract the right customers and help it stand apart from its many potential competitors.

Challenges

Launching a new product in the wine industry is typically very difficult and expensive, as the existing nationwide distribution system controls the flow of the vast majority of wines to the end consumer. So this fledgling winery needed to figure out an innovative way to break through the clutter without breaking the bank.

Solutions

With the assistance of an experienced multi-brand wine broker, we approached the winery with a unique proposal that centered around developing a revenue-sharing partnership with a nationwide wildlife conservation organization. After much research, we identified the Rocky Mountain Elk Foundation (RMEF) as a viable partner. We then created the concept for a new brand that would be attractive to that audience, developed a direct-to-consumer branding and go-to-market strategy, and negotiated a strategic partnership with the RMEF.

Results

In conjunction with the RMEF, we launched the initial offering of Rutting Ridge cabernet and chardonnay wines at a high-profile, widely attended national hunting, wildlife, and outdoor conservation event in Las Vegas, Nevada and online. We subsequently sold more than 2,000 bottles via e-commerce within the first few weeks.

“We are passionate about our wine, and even more passionate about supporting the conservation efforts of the Rocky Mountain Elk Foundation (RMEF). As our fractional CMO, Kent was instrumental in helping us create and shape the concept for a new wine brand, Rutting Ridge, which is now proprietary to the RMEF. Kent and his tactical team also played a key role in developing the direct-to-consumer go-to-market plan, as well as strengthening our strategic partnership with the RMEF.”

—Bill Newton, Managing Partner, Rutting Ridge Cellars



BEARCOM WIRELESS

Company

BearCom Wireless has specialized in designing, integrating, and maintaining wireless voice, video, and data solutions for a wide variety of businesses and industries since 1981. The company serves customers from 100+ branch offices throughout the U.S. and Canada.

Challenges

BearCom was faced with declining revenues and profits, ineffective marketing strategies and tactics, weak brand recognition, virtually nonexistent product management processes, and an overall lack of marketing innovation and leadership.

Solutions

We overhauled and upgraded BearCom's brand identity, initiated the company's collaboration with Motorola to create an innovative print magazine (and later, a digital magazine) called Today's Wireless World which generated the most traffic to BearCom's website and a much higher level of qualified leads, and partnered with Motorola's marketing and engineering teams to create a new private-labeled wireless device that quickly became the overall best seller in BearCom's history. We also built a sophisticated digital marketing dashboard to help keep the C-suite apprised of all marketing, branding, and growth metrics.

Results

Over several years, we set a number of all-time marketing records for BearCom, including qualified sales leads generated, website visits, extranet site revenue, e-commerce revenue, rental revenue and profit, customer lifetime value, and marketing budget ROI, among others. We also played a key role in growing BearCom's overall annual revenues from \$63M to \$102M, in spite of a major recession.

"Kent and his team effectively and efficiently took our marketing efforts to a whole other level."

—John Watson, Chairman, BearCom Wireless



OLYMPIA CONSULTING

Company

Olympia Consulting is a CRM Partner for Salesforce, the proven leader in enterprise cloud computing and cloud-based customer relationship management. In addition, Olympia holds Salesforce Sales Cloud Consultant, Salesforce Service Cloud Consultant, and Salesforce Administrator certifications.

Challenges

Olympia needed a complete overhaul of its website. It wasn't generating enough sales leads, nor was it effectively communicating the impressive width and depth of certified Salesforce-related services that Olympia offered to its clients.

Solutions

We redesigned and rebuilt Olympia's website from the ground up—not just the architecture and graphics, but all of the content as well, including the integration of a detailed messaging matrix that we co-developed with Olympia's CEO. We also applied a number of search engine optimization techniques to help the new site rank high on Google and Bing for Olympia's target keywords.

Results

The new website produced a marked improvement in the quantity and quality of qualified sales leads generated versus the previous site. And because of the contemporary, mobile-first design, the site new was easy to read, navigate, and interact with on all types of devices, from desktop and laptop computers to tablets and smartphones.

“Olympia Consulting engaged Kent Huffman and his team to completely update and revise our corporate website. They diligently led us through the process of properly targeting our market, helped us focus on succinct messaging, and then embarked on creating an engaging design and building the site from start to finish. We are thrilled with the end product, and their design and technical people were highly responsive and flexible throughout the process. We really enjoyed working with Kent and would definitely do so again.”

—Rob Rash, President & CEO, Olympia Consulting, LLC



COMPUCOM SYSTEMS

Company

Established in 1990, CompuCom Systems provides end-to-end technology and consulting services to create a true digital workplace for enterprise-level businesses. CompuCom helps clients in all industries leverage the power of technology to maximize productivity and facilitate collaboration.

Challenges

CompuCom had been struggling for several years to make the transition from marketing and selling only computer hardware to the more profitable services side of the IT industry. They also lacked a comprehensive marketing and branding strategy.

Solutions

Over a one-year period, we rebranded CompuCom from the ground up and then engineered the strategy and managed the delivery of the company's updated story to industry analyst firms Gartner and Forrester. We also redesigned and reinforced CompuCom's marketing department and then overhauled the website, printed collateral, presentation and sales enablement materials, and visual identity system.

Results

The following year, CompuCom received top rankings in Gartner's Magic Quadrant report and Forrester's Wave report for IT hardware, software, and services firms. That was instrumental in helping to position CompuCom for successful acquisition by Court Square Capital Partners shortly thereafter. Those efforts in turn resulted in the sale of CompuCom from Court Square to Office Depot, Inc. as the first step of a longer-term journey to transform Office Depot into a broader product and business services platform.

"Kent Huffman is a results-oriented marketing professional who brought a wealth of experience and knowledge to CompuCom. Through his leadership and influence, our marketing team was rebuilt and energized, and Kent served as the catalyst that launched our rebranding that gave us the visibility we needed as we continued to move up market."

—Thomas Vetterani, Executive Vice President of Strategy, CompuCom Systems



STITCHIN' HEAVEN

Company

Stitchin' Heaven is an independent, family-owned quilt shop and online destination for quilters and sewists of all levels. Since 1996, Stitchin' Heaven has provided quilting and sewing materials, block of the month programs, and exclusive quilt kits. In addition, travel experiences that include cruises, bus trips, and retreats are a part of the diversity offered.

Challenges

For the previous two years, Stitchin' Heaven's revenues had flattened. The company had experienced successes with various marketing strategies and tactics in the past and was still profitable, but some significant changes were needed to get its growth trajectory back on track.

Solutions

We developed a highly detailed marketing and branding plan for Stitchin' Heaven, including market and competitor analyses, SWOT and PEST exercises, customer personas, customer acquisition and lifetime value calculations, recommendations related to social media channels (Facebook, Instagram, Twitter, and YouTube), specific financial goals and objectives, marketing budget guidelines, and recommendations for continuous improvement over time.

Results

Over the past three years since the marketing and branding plan was completed, revenue has tripled to more than \$6.5M. Stitchin' Heaven's new 17,500-square-foot facility in East Texas is now the largest retail quilting store and events center in the state, providing innovative facilities for quilters to come together to shop, take classes, and build friendships.

"During the time we have worked with Kent Huffman, he has provided helpful insight that has been instrumental in the growth of our business. He put us on the right track with a comprehensive marketing plan and risk analysis. Kent is a caring professional that we have developed a friendship with, and we value his insight and expertise."

—Deb Luttrell, Owner & Founder, Stitchin' Heaven



IMPACT RADIO ACCESSORIES

Company

Based in Canada, Impact Radio Accessories is a global leader in the design and manufacture of unique communication products for public safety, military, retail, hospitality, construction, healthcare, education, industrial, and entertainment applications. The company serves numerous customers throughout North America.

Challenges

Although it was financially healthy, Impact Radio had been operating without a defined marketing plan for several years. And sales had flattened. They realized that a more thoughtful, strategic approach to marketing was needed if they were to grow revenues and profits at a much faster pace.

Solutions

Over a two-month period, we completed an extensive internal and external marketing audit and then used the information revealed through that process to create a detailed, measurable marketing, branding, and growth plan for Impact Radio.

Results

The Impact Radio staff immediately began executing many of the strategies and tactics proposed in the plan. Within a few short months, they were realizing a number of significant improvements as a result, primarily related to increases in sales, profits, and customer satisfaction.

“As our fractional CMO for several months, Kent conducted a marketing audit for Impact Radio Accessories, and from that, he developed a comprehensive strategic marketing and branding plan. Kent made us think about our organization in ways we had not done previously, and that thinking forced a lot of conversations internally that resulted in real progress and more successes.”

—Mark Olsen, Vice President, Impact Radio Accessories



TEMPSTARS DENTAL TEMPING

Company

TempStars is North America's fastest-growing dental temping and hiring service. The company continues to build on cutting-edge mobile technology to directly connect dental professionals quickly and easily.

Challenges

TempStars had developed a strong brand and revenue stream throughout most of Canada, but it had very little traction in the United States. So the CEO determined he was ready to enter the U.S. market and would need help from an American marketing firm to make that a successful endeavor.

Solutions

Our team worked with the CEO and his staff to develop a marketing audit and subsequently a detailed marketing, branding, and growth plan for entering the U.S. market, while also helping to expand TempStars' revenues and profits in Canada. In addition, to complement the overall company strategy, we created a unique, integrated executive branding and thought leadership plan for the CEO.

Results

By helping TempStars to expand service into the U.S. (specifically Pennsylvania, Colorado, Arizona, Illinois, Massachusetts, and Tennessee), we enabled the CEO to demonstrate that TempStars can inspire and make a positive impact in the dental community on a larger scale. Now, with more than 12,000 dental professional members serving 4,000-plus dental offices—and growing daily—TempStars is quickly becoming the best, first, and default choice for dental pros across North America who are looking to hire and get hired for temping and permanent positions.

"Kent served as our fractional marketing leader for more than a year. He and his team were instrumental in getting us on the right path for our growth and expansion into the U.S. Not only is he immensely knowledgeable and experienced in marketing, Kent is one of the most personable people I've worked with."

—Dr. James Younger, CEO & Founder, TempStars



Thank you for taking the time to read our success stories. If you're interested in learning more about how East Texas Marketing could create a similar success story for you, please contact us today!

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