

Growing pipeline through integrated sales and marketing

Situation

A software company developing SaaS compliance solutions for life sciences sought a different approach to marketing that would reduce risk and bring stability in the wake of several leaders and inexperienced marketing teams that underperformed. The company chose Rebound to take over and turn things around.

Solution

Rebound began by assigning a marketing leader to work closely with the client CEO and executive staff. The fractional CMO (or CMOx) wrote a **strategic GTM plan that aligned with the client's commercial objectives** and served as a thought partner for the leadership team.

The CMOx also selected experienced Rebound professionals skilled in B2B marketing disciplines to support this customer's urgent commercial needs. The fractional model gave the CMOx and the client CEO flexibility to onboard different marketing experts to meet evolving requirements.

Rebound also applied its proven playbooks to **accelerate several marketing initiatives**, including new messaging, a digital presence, core content, demand generation, and more.



Partnering with an experienced fractional marketing team has helped us increase market impact while creating operational efficiencies. The fractional CMO has served as a member of my staff while a flexible team has created new messaging and generated leads for sales. This was the right choice for our business."

- CEO

Impact

After jointly identifying top marketing priorities with the client, Rebound accomplished the following during the **first few months of the engagement**:



Messaging

Crafted differentiated new positioning and value proposition as the foundation for all digital assets.



Sales enablement

Built a briefing deck based on the challenger sales model and trained the sales force.



Customer events

Boosted attendance at an executive roundtable among target personas and managed a webinar.



Website

Re-launched website with new design, navigation, messaging, and calls to action.



Thought leadership

Wrote eBook, several blogs, and five case studies for use online and in customer briefings.



Digital channels

Activated LinkedIn, email, and SEO to grow market awareness of client's compliance solution.