

Bauen Group solves pipeline gaps with ClickDimensions Services team



Case Study



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Like most cost-conscious business owners, Walter Silin had some trepidation engaging a seemingly costly outside professional services team. However, during a strategy session, Silin was able to discuss pressing challenges with ClickDimensions' team of digital marketing experts. A plan was quickly mapped out to integrate the interactions on Bauen Group's website into their Microsoft Dynamics CRM.

Key Outcomes

- A specific lead nurture workflow automation was built to take full advantage of a recent marketing list to target healthcare prospects, a new industry for Bauen Group.
- An introductory email to the participants of the list ensured opt-in permissions, as well as that delivery and response rates were maximized.
- Coupled with an automated self-segmentation workflow which lets recipients choose content aligned to their interests and industries, ClickDimensions had now streamlined the entire process for Bauen Group.

"Bauen" means build in German, which is exactly what The Bauen Group does for their clients. As a Microsoft Gold partner, the Bauen team is an IT consulting group specializing in mobile and ERP systems which solve a wide variety of business problems. The Bauen Group has a heavy focus on the Microsoft Azure and Dynamics/PowerApps platforms, and has conducted numerous projects integrating IoT and AI into these solutions.

A conversation with Walter Silin, CEO, shed light on a common dilemma facing many organizations like his: how to achieve growth goals without the luxury of a dedicated marketing team and associated marketing budget. The Bauen Group had recently invested in ClickDimensions software, but with limited marketing experience in-house, knew they needed help getting the most out of their new software investment.

Challenge

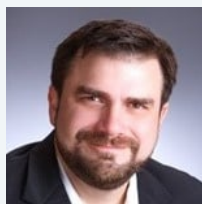
Like so many growing software companies, Bauen Group had made their development team a top priority. Without full-time marketing resources, they struggled to keep the lead pipeline full, which caused periodic dips in business. The Bauen Group knew they needed help to achieve their growth aspirations.

Solution

The ClickDimensions services team was engaged to map out a lead generation strategy and get it up and running quickly to deliver results. Integrating The Bauen Group's website with their Dynamics CRM was a critical step to ensure the flow of valuable contact data between systems. Lead nurturing with campaign automation workflow was built to optimize the distribution of appropriate content assets, keeping Bauen Group top of mind for both clients and prospects.

Results

Within a few short months, the increased volume of deals in the sales pipeline exceeded expectations, and Silin knew he was successfully increasing awareness and engagement with both existing customers and prospects.



"I was hesitant to make this move because of the initial expense, but it's been an outstanding service that has already paid for itself. I'm extremely excited to see where we are at the end of the first year."

-Walter Silin
CEO
The Bauen Group