



Virtual Marketing Services Ensure Continuous Lead Gen During Transition for Planview

ABOUT PLANVIEW

Planview is an industry-leading provider of portfolio management solutions that enable IT and product development organizations to balance strategy against the resources available to help customers achieve their strategic goals. A Launch Marketing client, Planview is focused on generating demand across product lines.

“Launch’s strong understanding of B2B demand gen, coupled with their ability to come up to speed quickly on our markets and their commitment to communication with our team, resulted in top quality.”

-Linda Roach, Vice President,
US and Corporate Marketing, Planview, Inc.

The Opportunity: Open Position Creates Need for Interim Marketing Help

Within Planview’s product development vertical, a senior level marketer had moved on to another opportunity, leaving a void that needed to be filled immediately. While Planview searched for the right person to fill the position, they needed a strategic partner that could dedicate attention to that vertical and take ownership of the associated marketing activities to drive aggressive lead engagement and pipeline contribution goals.

The Solution: Virtual Marketing Manager Drives Strategic Marketing Planning and Execution

Taking an active role in the creation of the lead generation and nurturing plan, Launch Marketing participated in several marketing strategy sessions and worked closely with Planview’s vice president of marketing to develop a plan for success. Essentially owning the product development vertical, Launch developed a strategic marketing plan intended to generate new leads and engage existing prospects. Within this strategy were several tactics including webcasts, whitepapers, attendance at industry events, email nurturing and online marketing

Launch achieved

112%

of Planview’s quarterly lead engagement goal

In addition to exceeding lead engagement goals, Launch made long-lasting impact with:

- **improved vertical campaign strategies**
- **assistance in hiring new candidate**



campaigns. Launch's responsibilities spanned from managing the execution of these tactics to reporting and analysis.

Throughout the engagement, Launch recommended multiple strategic ideas to enhance Planview's existing campaigns, leveraging best practices that had been learned from past engagements. One such idea was to repurpose content in order to gain as much ROI as possible, such as utilizing a webcast to develop a series of podcasts and blogs. Launch continued to function as an integral part of Planview's marketing team until Planview was able to find an ideal candidate to fill the position.

ENHANCED EXISTING CAMPAIGNS

- *repurposed web content for maximum ROI*
- *managed multi-faceted campaigns in interim period*
- *generated new leads in the product development vertical*

The Results: Leads Engaged Exceed Objectives

Launch Marketing achieved 112% of Planview's quarterly lead engagement goal. Several of the ideas Launch brought to the Planview marketing team are still being utilized in multiple verticals across the company. Additionally, Launch ensured a smooth transition once the position was filled.

Planview was pleased with the results of the engagement, and continues to look to Launch for marketing support. "At Planview we have a very busy team and we are all moving quickly. I really appreciated Launch's ability to jump in and ramp very fast as they filled this interim role for us," said Linda Roach, Vice President of Marketing at Planview. "They understood what was important for us to accomplish and prioritized efforts there. Additionally, once we found the right person to fill the open position, they made the transition as seamless as it could possibly be."

