



# Launch Provides Marketing Strategy and Digital Marketing Insight for McLane Intelligent Solutions

## ABOUT MCLANE INTELLIGENT SOLUTIONS

Since 1999, small and medium-sized businesses across the Lone Star State have relied on the intelligent solutions McLane's team of service-minded IT professionals delivers. Their mission is to provide around-the-clock monitoring, live support from expert help desk technicians, cost-effective IT solutions and a little southern hospitality service.

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- Ben Terry, Director of Business Development, McLane Intelligent Solutions

## The Project

McLane Intelligent Solutions (McLane Intel) has provided tailored IT services and support to small and medium-sized Texas businesses and non-profits since 1999. With ambitious growth objectives and limited internal marketing staff, the organization realized they would benefit from external strategic marketing insight that could help them shape their brand as well as advise and improve on their digital marketing efforts.

## The Results

In serving as their "virtual CMO," Launch helped to strengthen McLane Intel's brand pillars and put them in better alignment with the organization's parent. Launch also advised on a range of strategic and digital marketing initiatives including email marketing, event marketing, website strategy, marketing automation and marketing performance measurement that have helped the organization advance its business objectives.

A component of Launch's branding work was to refresh the organization's messaging to more effectively reflect its value proposition and Texas roots. This updated messaging manifested itself through a range of digital marketing elements including email newsletters, advertising and the company's new website. Launch also provided a wide range of strategic and technical feedback

Launch worked with McLane Intelligent Solutions on:



STRATEGY +  
MESSAGING



VIRTUAL VP



MARKETING  
AUTOMATION



throughout the development of the organization's new website to enable it to be a significant lead generation engine for the company moving forward. Further, Launch introduced dashboard performance management as a more effective means of evaluating the health of the organization's marketing and business development initiatives. As McLane Intel continues to grow, they are now well-positioned to build on this marketing structure in a scalable and sustainable manner.

### **PROVIDED MARKETING PLAN AND STRATEGY**

- *advised as trusted partner on multiple initiatives aimed at generating leads*
- *introduced dashboard performance management*
- *updated messaging and brand elements across verticals*

"We were in desperate need of overhauling our marketing strategy and execution," said Ben Terry, Director of Business Development. "Launch Marketing proved to be an invaluable partner in helping us meet our marketing needs. Jeff and Christa listened to our vision and goals, then began carving out a path to move us forward. The team at Launch Marketing are not only highly skilled professionals, they are incredibly wonderful people as well."

