

Launch Provides Interim Marketing Services to Cover Maternity Leave

ABOUT TETHR

Tethr is an Austin-based company that uses its enterprise listening platform to surface insights from customer interactions such as phone calls, chats and emails. With these insights, organizations can then drive improvements in customer experience and sales while reducing operating costs. As Tethr's Director of Marketing was going on maternity leave, they looked for someone to temporarily fill that role and step in to ensure continuity with demand generation and sales enablement efforts.

"It was a great experience for us. Launch has built a team with a wide skill set that is targeted at the things B2B companies need most and they know how to do it well. Launch got up to speed really fast for our engagement and whatever areas of expertise we needed they were able to jump right in."

- Sarabeth Scott, VP of Business Development

The Project

As Tethr searched for someone to head their marketing role for the time being, their primary concerns were with what the day-to-day activity flow would look like as well as what would happen if any pop-up challenges arose. Continuing cohesiveness between demand generation and sales was also at the top of their list. After speaking with many individuals, they selected Launch to take the reins on the position.

When Launch stepped in, the focus was to ensure seamless continuity of marketing efforts while the Director was on leave. The role also included continuing to streamline processes for executing on activities and providing strategy and insight on marketing initiatives that were started in the timeframe Launch was there.

The Results

While serving in the role and to help strengthen alignment between sales and marketing, Launch helped the internal team establish a blueprint that outlined overall goals and KPIs for each campaign, plus started a campaign calendar. Within this campaign calendar, sales and marketing teams would have longer-term visibility of all ongoing and future activities that would impact both teams. The goals and KPIs formed were beneficial to helping marketing and sales stay focused and aligned on





MANAGEMENT



DEMAND **GENERATION**



MARKETING & SALES ALIGNMENT



CAMPAIGNS

STEPPED IN AS INTERIM MARKETING DIRECTOR

the objectives. As Tethr's internal team was going through messaging and brand activities, Launch added a perspective that gave the team reassurance they were on the right track. One initiative that Tethr had planned to start was a pay-per-click (PPC) campaign. Launch led this activity and developed the strategy and plan while also standing up the program. The campaign activities were then transitioned back to the internal team with the guidance they needed to continue PPC success. This enabled Tethr to get their PPC plans kicked off at a quicker pace than they had initially anticipated.

- provided messaging guidance
- · continued daily activities
- led PPC campaigns







