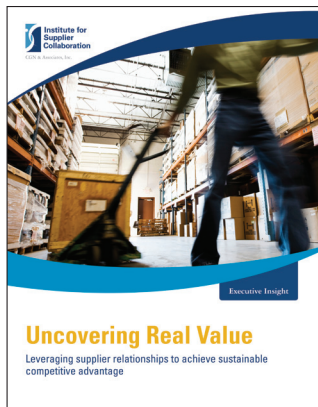




CGN Provides Industry Insight that Works



The Executive Insights series highlighted key business challenges in an engaging, easy-to-digest article.



A podcast series supplemented the Executive Insight articles by sharing practical tips to help manufacturers transform supplier relations and improve business results.

Global business consulting firm CGN needed to gain broader recognition within its industry and better engage prospective customers with follow-up materials throughout its sales cycle. Sheffield helped CGN:

- ✦ Build an Institute that helped create meaningful and lasting relationships with prospect accounts by generating greater interest in CGN's services
- ✦ Develop relevant print and digital content that elevated CGN's brand image and positioned the firm as the go-to resource for insights on key industry issues
- ✦ Promote CGN's experience and expertise through thought leadership perspectives

Issue:

CGN is a global business consulting firm that helps major organizations find immediate and significant business value and improve their ability to compete in a global marketplace.

One of CGN's key practice areas is Global Supplier Procurement & Collaboration, helping original equipment manufacturers (OEMs) and their suppliers build relationships that are mutually beneficial and sustainable.

Like many consulting firms, CGN's typical sales cycle occurred over several months. During that period, its sales team lacked the resources to nurture their leads over time. Once an introductory call or meeting had taken place, there was no follow-up content to help them keep the sales conversation alive and close a deal.

As a result, communication and follow-up to prospects often would gradually die out, with little opportunity to rekindle interest or opportunity as more time passed. CGN needed to have a greater impact on leads throughout its sales cycle if it hoped to grow and sustain its business.

Case Study



A series of case studies entitled "What Works" offered real-life success stories involving supplier collaboration.

Approach:

The firm turned to Sheffield to design a content marketing strategy that would keep audiences more engaged.

Sheffield launched the Institute for Supplier Collaboration (ISC), a neutral channel under the CGN Global brand for promoting thought leadership perspectives on key industry issues. The Institute provided CGN with the necessary forum for increasing its visibility and touch points with prospects.

At the center of the ISC was an engaging microsite linked to CGN's website that offered videos, podcasts, case studies and other content that could be viewed online or promoted individually through email campaigns and Webinars. Each piece of content shared insights on key business challenges, case studies on what's really working, and practical tips that manufacturers could easily implement to improve their supplier relationships.

Sheffield developed the Institute's core content with a practical, instructional "what works" tone. Each piece of collateral or multimedia was compelling and concise, providing CGN's sales team with quick-hit material that could be shared in short intervals over an extended period of time without overwhelming prospects.

Results

The Institute enabled CGN to speak from a position of knowledge, experience and authority, offering prospects a steady diet of relevant industry perspective to keep them engaged. The firm was able to elevate its image to a supply chain thought leader and better distinguish its brand from competitors.

With Sheffield's help, CGN established an effective platform for ongoing prospect nurturing and development, allowing it to improve the close rate of its sales pipeline.