

Channel Growth

C3 Helps Visual Workplace, Inc. Drive Growth in the Industrial Channel

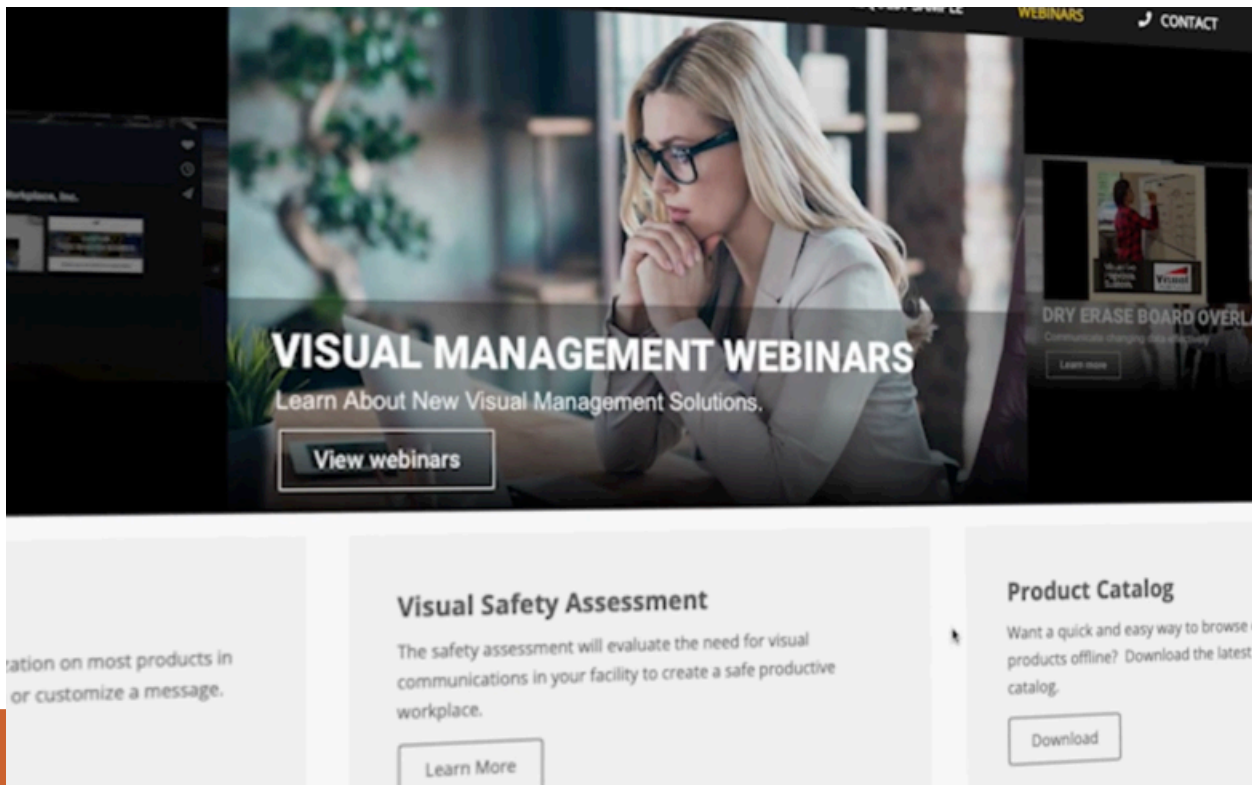
Client Background: Visual Workplace (VWP), a leading provider of innovative visual communications that deliver a platform of continuous improvement and compliance to drive sustainability within the workplace had a less than \$5mm business and wanted growth, which led to a strong, long-term partnership. Visual Workplace had been in business for 25 years and is women owned. Visual Workplace reached out to C3 as recommended by OneSolution.

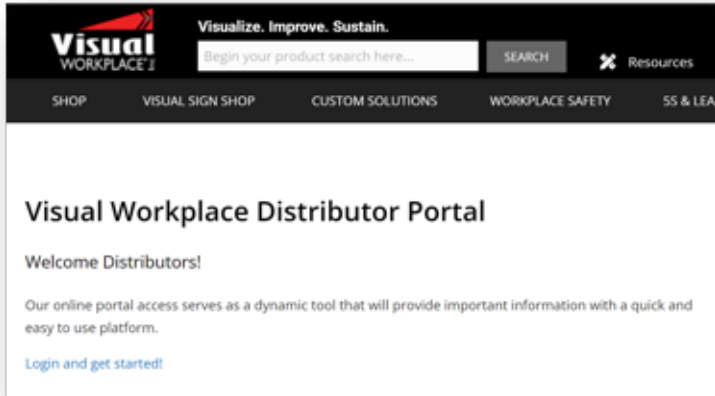
Challenges: Visual Workplace had stagnant sales growth, low industrial channel penetration, unclear market differentiation versus major players, and limited internal resources to build a complete plan with objectives, goals, strategies, initiatives, and measurements (OGSIM) that included a sales and marketing plan, implementation, and management of programming and key performance indicators (KPIs) for growth.

Solution: C3 facilitated and managed a 2-day working planning session to build a strategic plan. A channel expansion and development plan were created. After

reviewing the value propositions, a simple key differentiator was uncovered and elevated as a market driver. C3 created an initiative for a market study to vet assumptions around this differentiator which led to a custom solutions category. Website was revamped with maximized Search Engine Optimization (SEO), digital paid per click (PPC) campaign was added, email nurture campaign was optimized, and weekly status meetings were set to support project goals.

Results: 100% growth in the first year, currently on track for over 50% growth. The custom solutions business grew to 60% of the total business from 20%. Large orders were won with a major warehouse, distribution, and ecommerce company as well as major manufacturers with relationships of OneSolution as well as C3 efforts with VWP team in branding, capability development, sales enablement, and distribution development. Social media presence is becoming more prominent with followers growing over 50% from start of partnership.





C3 Delivered

"We created a Project Dashboard with C3 that is reviewed weekly. This simple communication tool single-handedly transformed the strategy on paper into immediate actions by the team. It has helped keep us on track and held us accountable to delivering on the goals that we've established together. I can honestly say - this is the only time a strategy consultant has invested time in the implementation phase for us."

Rhonda Kovera
Visual Workplace, Inc.
CEO & Founder

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