



MarketCues



Case Studies

We help organizations make the leap from what's now to *what's next*.

Serving Business, Education, Nonprofit and Faith-based Organizations

Some clients we have had the privilege of serving:

Amsat International - Reorganized global corporation using a Geo-Divisional Structure.

Bell Performance - Repositioned 100-year old company and restored financial stability.

Discovering Digits - Established strong directional course to meet equity partner's goals.

Discovery Church - Grew community impact 28% within first year.

Humalfa - Founded new Packaging Division that created a major income stream.

Mileo Group - Grew annual revenues 400% in five years.

National Entrepreneur Center - Facilitated 11 state and federal agencies learning to work together.

Ohio Council of Home Care & Hospice - Developed an organizational structure to double the organization's annual membership.

Polk State Corporate College - Grew annual training revenues 100% within first year.

Sharing Center - Raised organization's awareness score to 75% from 20% in three years.

Society of Aerospace & Automotive Engineering - Stabilized 100-year old organization by downsizing its operations and revenues from \$62 million to \$40 million.

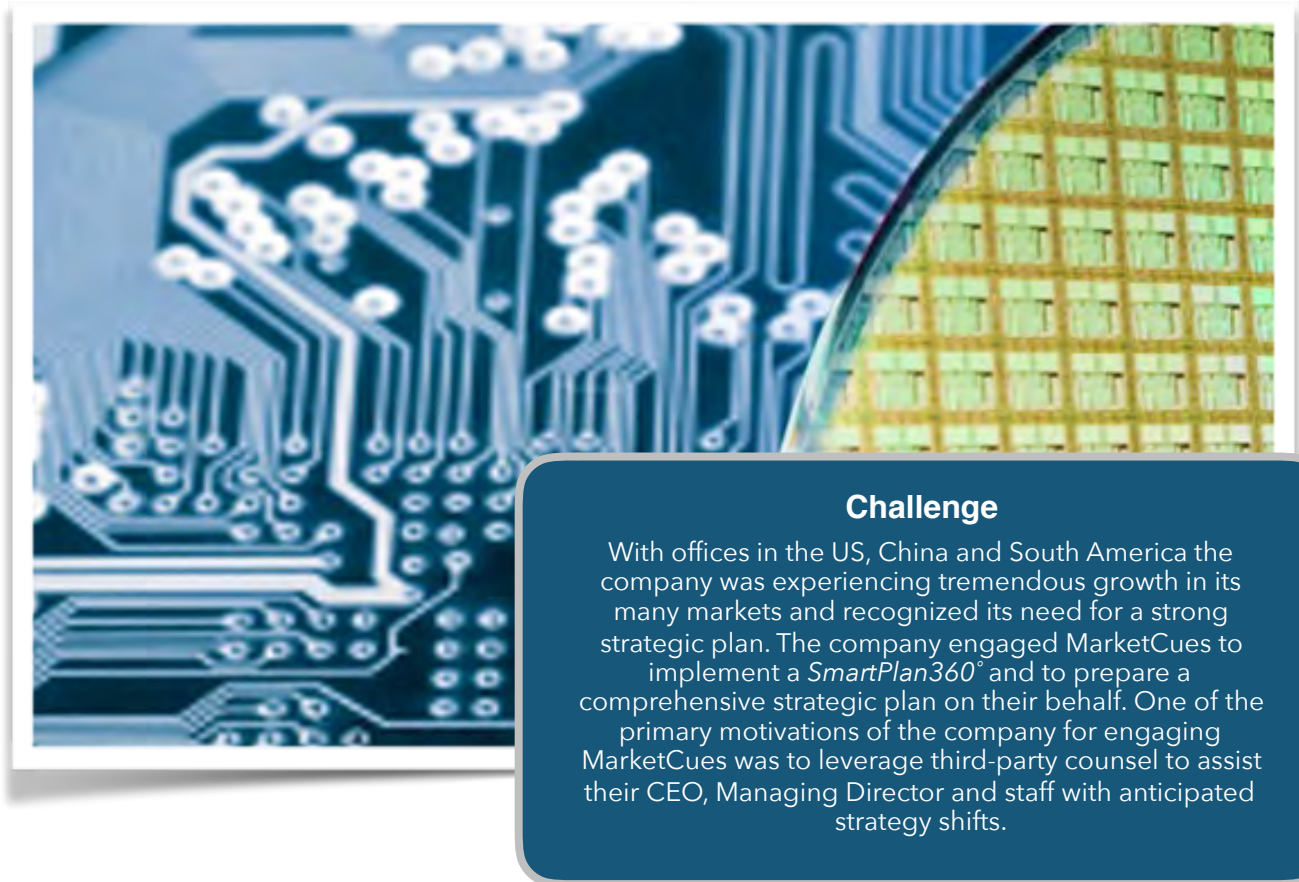
Strickland Associates - Hired by former Home Depot CEO hired MarketCues to develop its strategy.

The University of Texas at Austin - Provided organizational assessment, leadership development and ongoing change-management counsel.

Word Among Us - Grew largest Charismatic Publisher worldwide circulation to 1.2 million from 600,000.

Wurzel Insurance Agency - Grew insurance agency 42% within the first six months.

Amsat International



Challenge

With offices in the US, China and South America the company was experiencing tremendous growth in its many markets and recognized its need for a strong strategic plan. The company engaged MarketCues to implement a *SmartPlan360* and to prepare a comprehensive strategic plan on their behalf. One of the primary motivations of the company for engaging MarketCues was to leverage third-party counsel to assist their CEO, Managing Director and staff with anticipated strategy shifts.

Results

The company re-organized around a Geo-Divisional Structure to provide its clients with the highest level of service with shoes on the ground in the specific geographies the company serves. Industry experts were recruited to assist the company in its representations to potential customers and to service the business once it was developed. MarketCues was engaged in the areas of change management, overall guidance and specific recommendations that included cloud-based solutions to advance the company's communications around the globe.

Testimonial

"We are very pleased by the work of MarketCues. Their SmartPlan360 provided us with a fresh look at our company and has helped us plan more effectively for our future. I would recommend this process to any company interested in continuous improvement."

- Gene Kim, Founder & CEO

Bell Performance



Challenge

Middle-market industrial company with many products including legacy brands was in need of a new strategic direction to rebuild market share in its key markets. The ownership of the company had shifted to a younger generation who wanted to create a new set of strategies that would drive the company's growth and profitability in the years going forward. MarketCues was engaged to assess their current markets as well as new markets to identify specific areas for growth. Working with the executive team a new strategy was created.

Results

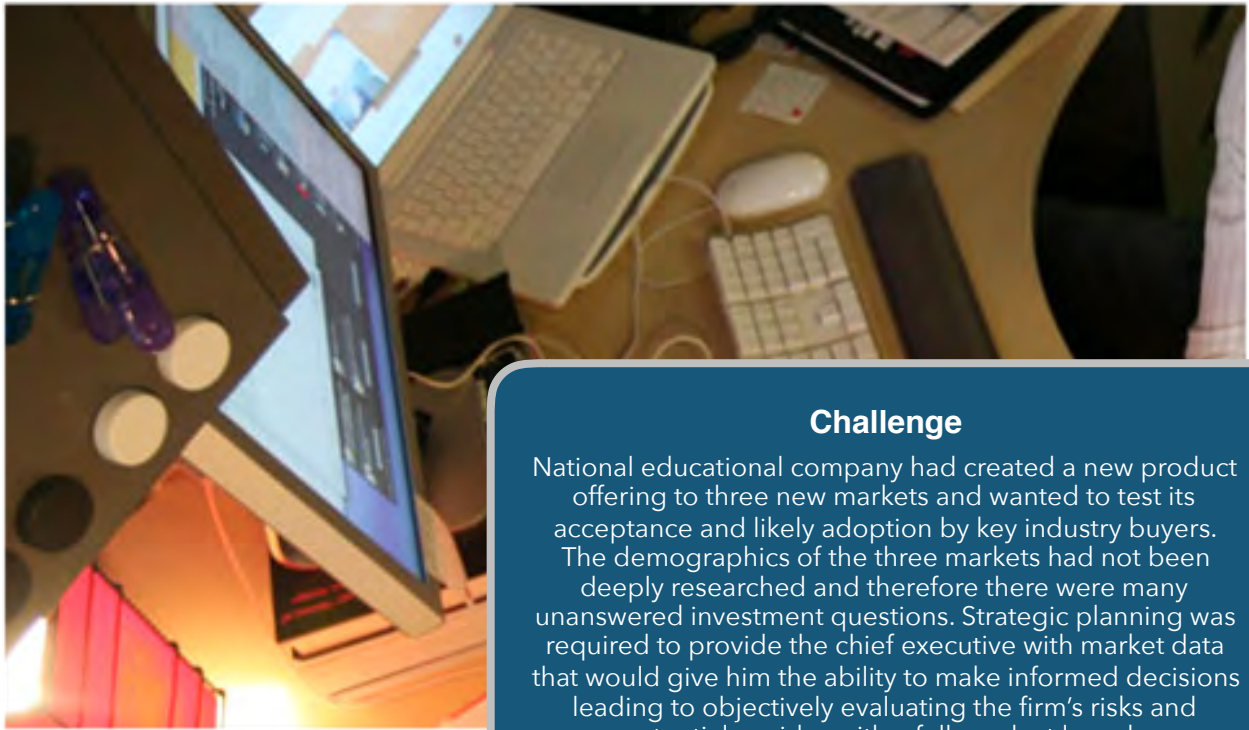
The company was repositioned and financial stability restored for its next 100 years of business. After conducting a MarketCues' *SmartPlan360° Program*, the company was renamed to reflect the broadened image and create a new identity that included a positional statement that referred to the foundational product. Strategic recommendations included new financial management processes, systems upgrades, and visual communications to increase market penetration and the launch of new products. Major awareness and image enhancements were immediate among the company's sales channels, vendor relationships and related media publics.

Testimonial

"We hired MarketCues to assist us with a major corporate strategy program. We recognized that we needed a strategy overhaul so we turned to MarketCues as our consultant to guide us through the process. With their help, we renamed our company, repositioned ourselves, and created a new identity with all necessary marketing resources. MarketCues work is excellent and we were able to accomplish all of our objectives with their counsel."

- Ola Williams, CEO

Discovering Digits



Challenge

National educational company had created a new product offering to three new markets and wanted to test its acceptance and likely adoption by key industry buyers. The demographics of the three markets had not been deeply researched and therefore there were many unanswered investment questions. Strategic planning was required to provide the chief executive with market data that would give him the ability to make informed decisions leading to objectively evaluating the firm's risks and potential upsides with a full product launch.

Results

The product was positioned for a strong directional course that met the equity partner's goals. MarketCues was engaged to bring a strong focus toward understanding the needs and motivations of key target buyers and to determine the correct sentiments to attach to the product that would spur a purchase. Intensive market research was performed to determine the reasoned logic required to drive new business growth. The *SmartPlan360° Program* was used to help prepare the primary business plan and to make better growth-oriented decisions.

Testimonial

"I have worked with literally hundreds of management consultants over 25 years - and managed and grew a firm of 200 -- and Tom is one of the rare professionals who combines business, strategy, organization and people skills. His insights are well thought out, his research is based on data and insights from years in the trenches, and his breadth and depth of experience reduce the overall costs as he brings so many skills to the task."

- Steve Lynott, Founder & CEO

Discovery Church



Challenge

7,500 member church on three sites wanted to find an organization-wide solution that would improve its overall productivity and communications. The Orlando-based church operated two additional full-service campuses, each with a Senior Pastor, that provided a mix of large screen messages from the primary campus church as well as their own messages. Although the church had grown to a significant size, senior leadership had found growth was stalled and communications problems were occurring on many levels throughout the church.

Results

Changing the culture and communications led to a 28% community impact.

MarketCues was engaged to both assess the church's organizational structures and make recommendations for reorganization of its overall communications. After 25 years of ministry services the church had developed a high brand recognition within the Orlando and Central Florida communities. The primary challenge that was effecting all of the church's ministries was found in the way the church communicated throughout the various levels of paid and unpaid leadership. By realigning the Communications Department and coaching the pastoral staff significant time and budget was saved.

Testimonial

"MarketCues brought to Discovery Church a level of understanding and insights quickly. Their strategic program and coaching were invaluable to us and allowed us to effectively improve how we were doing things. We are extremely happy with their work and recommend them to any size church."

- Steven Blount, Executive Pastor - Administration

Humalfa



Challenge

The company is a third generation business that owns a farm, ranch and an agricultural business in Colorado and Oklahoma. Given its long history the company has built up a strong reputation in its markets and wanted to expand its organic business by adding a packaged good product line of all natural, all organic fertilizers and soil amendments.

Results

A new packaging division was established using a balanced scorecard approach to growth. MarketCues was engaged to study the packaging market and focused on the sectors of lawn and garden, farm and feed, professional turf and contractors. Using our *SmartPlan360° Program*, research revealed there was a strong desire among consumers and professional agri-buyers for products made from all organics. MarketCues advised Humalfa to create a brand identification system around the name, "Nature's Prescription" that included website, packaging, branded marketing literature, and a host of sales support materials. MarketCues also advised to exclusively sell through distributorships to eliminate channel confusion.

Testimonial

"Working with MarketCues is like having a partner who cares as much about your business as you do. We have accomplished a great deal within a short time and are looking forward to even greater things in the future!"

- Farrel Crowder, CEO

Mileo Group



Challenge

National training company was making great inroads into national and global corporation clients and growing fast. The executive management team determined that their firm required a solid strategic platform to continue to successfully build the firm. The company engaged MarketCues to conduct a *SmartPlan360° Program* to determine where its strengths and weaknesses were, and how to leverage them.

Results

The company achieved a 400% increase in overall sales within a four-year period.

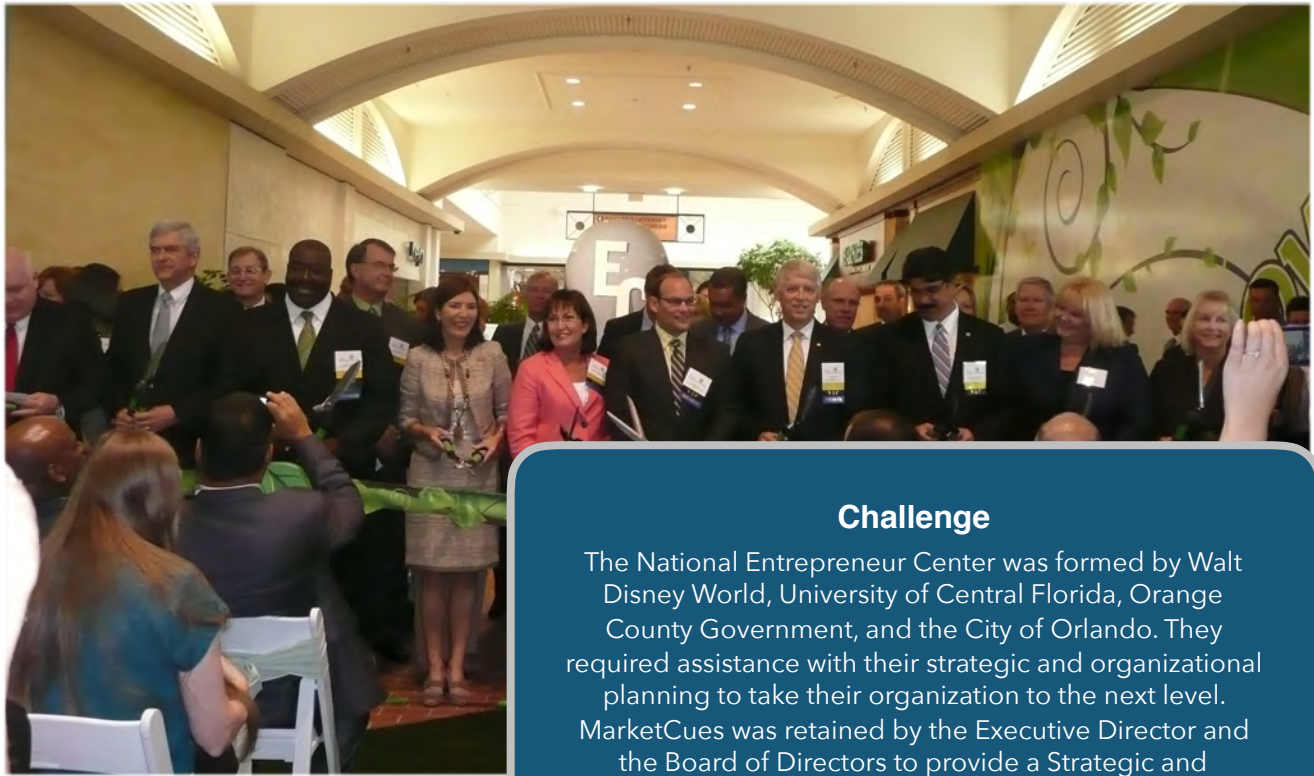
The training company needed to setup a strong strategic platform to support the diversity of client engagements and related services they were being asked to perform. It was determined that the firm would produce best results as a three-division organization: Training, Consulting, and Products. This led to the development of a strategic sourcing program that management could use to consolidate and centralize disparate sales and business activities.

Testimonial

"When we decided to make the leap from small to bigger business, we didn't know how or what to work on. The MarketCues' SmartPlan360° was the ideal solution. It provided insight into what's important to understand about our company, what gaps we had, and a project list of critical gaps that we needed to fill. It is strategy, project management, and leadership in one package."

- Don Gugliuzza, Founder & CEO

National Entrepreneurial Center



Challenge

The National Entrepreneur Center was formed by Walt Disney World, University of Central Florida, Orange County Government, and the City of Orlando. They required assistance with their strategic and organizational planning to take their organization to the next level. MarketCues was retained by the Executive Director and the Board of Directors to provide a Strategic and Organizational Assessment.

Results

11 state and federal agencies found their market position and learned to work together as one. MarketCues employed its SmartPlan360° Program to gather critical business intelligence and benchmark all gathered research data. This program included 3,500 online assessments issued, 35 executive-level interviews, and public forums involving entrepreneurs with public officials and general public feedback from individuals. All of the gathered research was analyzed and scored. This evaluation was included in the final assessment of the strategic growth plan.

Testimonial

"MarketCues gave us critical business information that was both research based as well as gathered from our closest strategic partners and clients. Their approach was unique and quickly brought together many divergent viewpoints into one potent strategic initiative that could be effectively implemented."

- Jerry Ross, Executive Director

Ohio Council for Home Care &



Challenge

The Ohio Council for Home Care & Hospice (OCHCH) is a statewide trade association that represents the interests of home health care and hospice agencies in Ohio. Through all of the association initiatives, OCHCH rewards and supports those that devote their time Ohio citizens. The Ohio Council for Home Care & Hospice believes in the delivery of quality home and community based health care.

Results

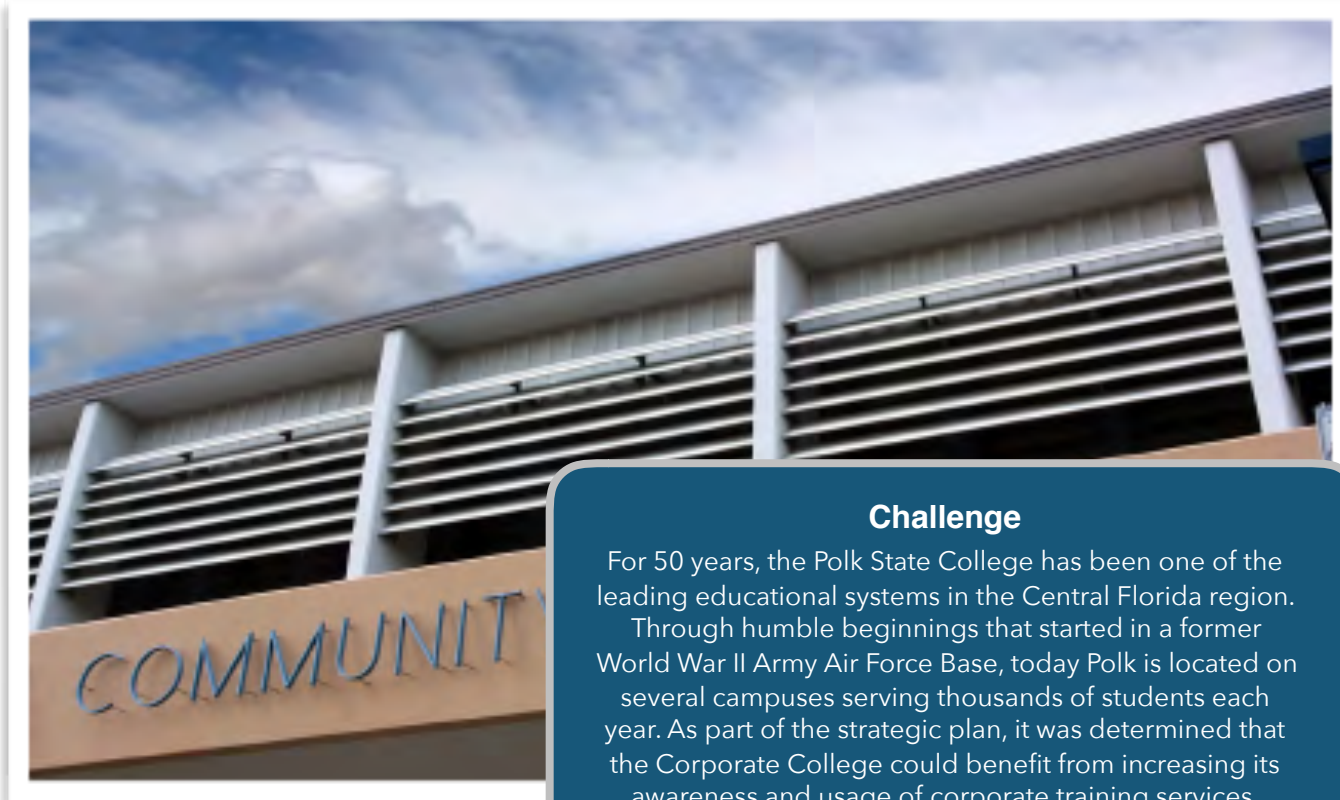
50-year old health agency created an organizational platform to double its annual membership. MarketCues was engaged to conduct a SmartPlan360° Program on behalf of the Ohio Council for Home Care & Hospice in the midst of an organizational change that it was experiencing. Senior leadership, internal operations, external market perceptions, and a full range of strategic issues had surfaced within the organization and senior management commissioned MarketCues to bring third-party objectivity and unbiased recommendations.

Testimonial

"The SmartPlan360° Program by MarketCues is a perfect tool to assist any organization, institution, or business with defining its path for success. As the new executive director for the Ohio Council for Home Care & Hospice, this system provided both quantitative and qualitative data to support our decisions for both short-term and long-term goals that were in the best interests of our membership. I would highly recommend the use of this program for any leader in the middle of a transition, determining the next move or priority, or analyzing their customer's true needs."

- Brad Feldman, Executive Director

Polk State College



Challenge

For 50 years, the Polk State College has been one of the leading educational systems in the Central Florida region. Through humble beginnings that started in a former World War II Army Air Force Base, today Polk is located on several campuses serving thousands of students each year. As part of the strategic plan, it was determined that the Corporate College could benefit from increasing its awareness and usage of corporate training services, facilities and programs.

Results

The Corporate College annual revenues were increased 100% within the first year.

MarketCues conducted its SmartPlan360° Program within the college to update and build the corporate college's organizational structure and its ability to serve its industry clients. By providing an assessment of its staff and external audience MarketCues was able to re-position the organization as the rightful leading educational and training center. The new strategic understanding allowed the college to leverage its strongest assets and build a renewed market presence across its entire market spectrum.

Testimonial

"It was essential to our strategic planning that we understand our true position in the market and what we could do to improve our market awareness. The SmartPlan360 Program provided us with real-world data we needed to make critical strategic decisions to both sustain and scale our organization. Our corporate training revenues doubled in the first year alone since we employed our SmartPlan360° Program."

- Robert Clancey, Executive Director

Sharing Center



Challenge

The Sharing Center holds a major market position in Seminole County, Florida in social services providing financial assistance to families in crisis. The Sharing Center's tireless service to the market has helped it create strong allegiances and support with many business and religious organizations. The Sharing Center has helped more than 200,000 families since opening 30 years ago in Longwood, Florida. In addition to providing financial assistance, it provides groceries, a thrift store and help for the homeless.

Results

The organization raised its 20% awareness score to over 75% in its key markets in three years.

Using both quantitative and qualitative research, MarketCues found The Sharing Center's disconnect with its market and created awareness links to bridge the gaps within their overall strategies. Building upon the organization's many years of service to the community, substantial new business alliances were formed leading to a healthy increase in annual giving and donations.

Testimonial

"We thought that we could handle our marketing needs in-house and that we had a pretty creative team. Quickly we learned that MarketCues' knowledge and expertise could help cultivate the kind of image that we have been working to achieve for many years. Although The Sharing Center is certainly not MarketCues' largest client, they have always treated us like we were."

- Angie Romagosa, President/CEO

Society of Aerospace / Engineering



Challenge

100-year old International organization required a new strategic plan during the worst period the aerospace and automotive industries had experienced in 50 years. Co-joined organizations included an international research and data lab all owned by the same company that needed to refresh itself with new strategy, management and brand marketing.

Results

100 year-old society needed a powerful transformation to remain viable in its marketplace.

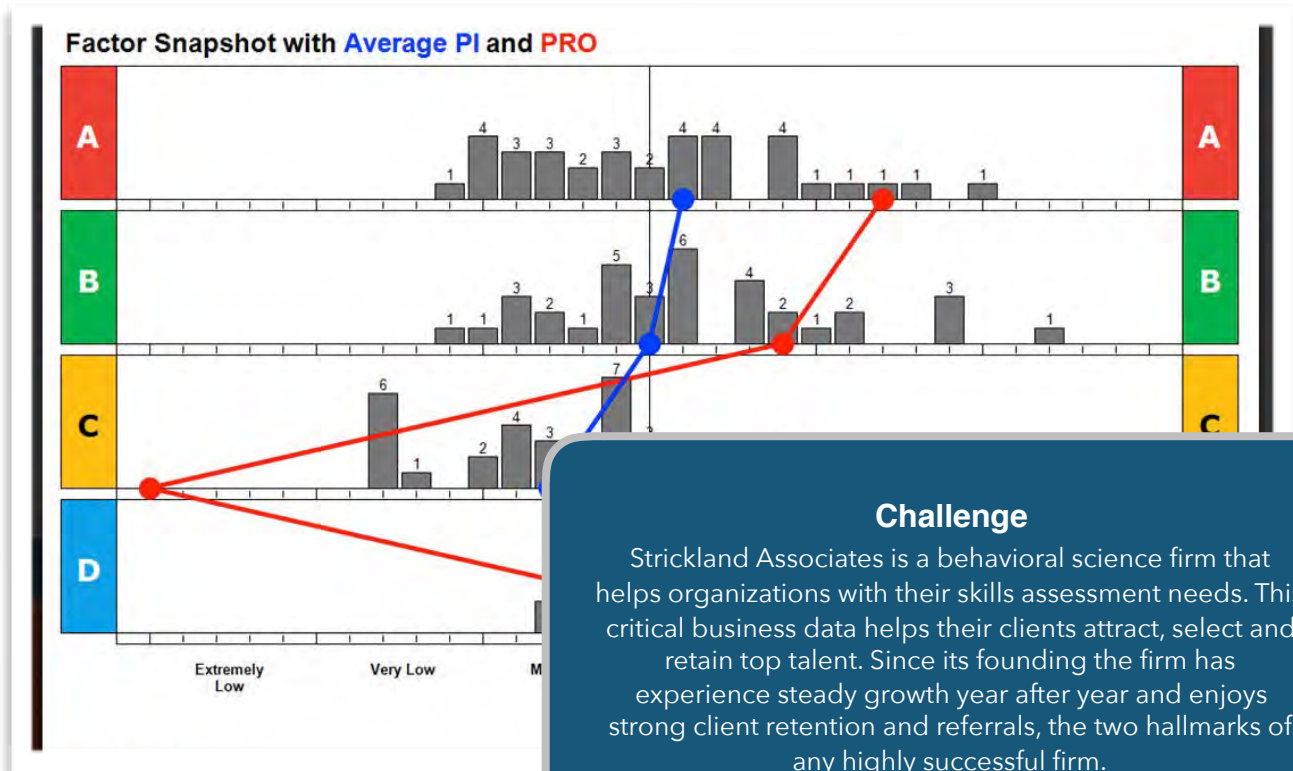
A comprehensive outside review was conducted to determine the assets and liabilities of both organizations' financial picture and its brand equity valuations in the dozens of markets they served. From this deep dive of gathered business intelligence a profound restructuring set of recommendations were formulated that included reengineering the international organization from \$62 million to a healthy \$40 million in annual revenues. Strategic solutions included reshaping the organization's overall service offerings, re-directing staff positions and redefining brand identity and marketing communications.

Testimonial

"This was a critically important time-point in SAE's history with our existence on the line. During the worst period in the organization's history we found ourselves in an extremely negative position, in many ways. We had grown to nearly unmanageable proportions. MarketCues' contributions included righting our strategic direction and their scope and executive-management solutions helped reposition and reapportion our organization into a size and shape that allowed us to overcome our organizational challenges and return to profitable operations."

- Steve Lynott, CEO of Anerian Management Company

Strickland Associates



Results

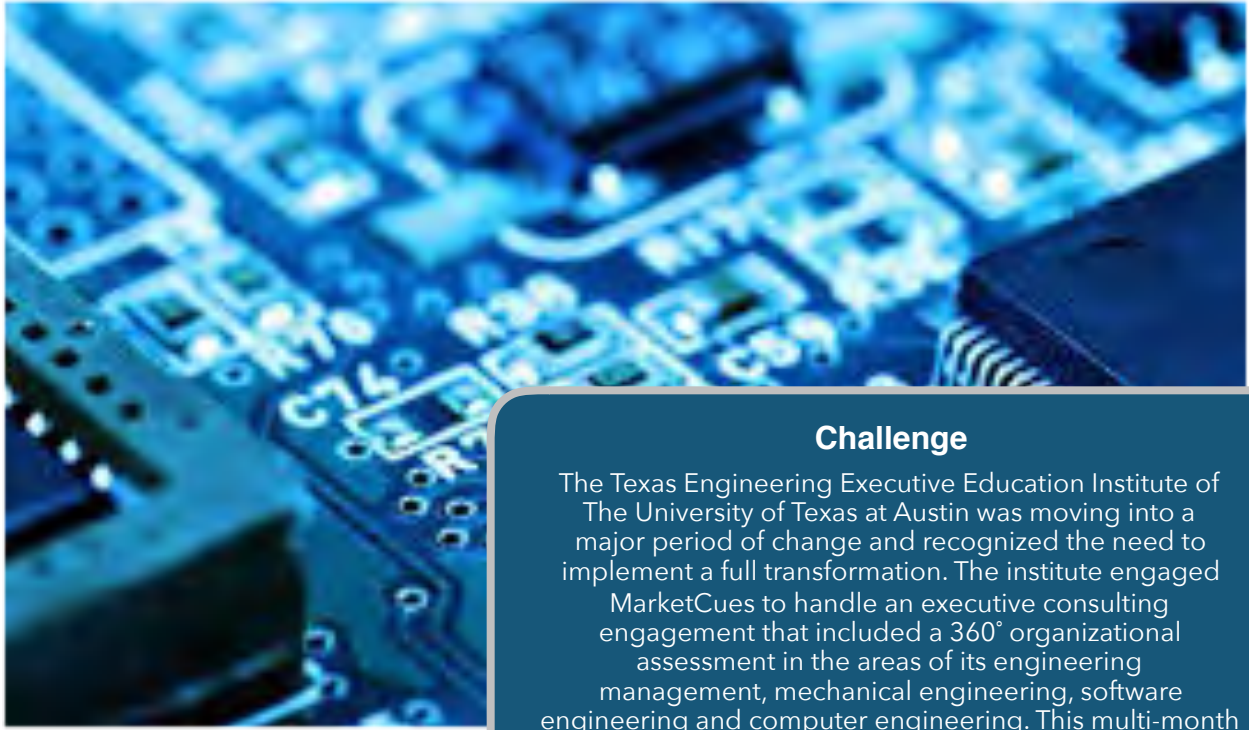
Former Home Depot CEO hired MarketCues to develop a strategy for new behavioral science firm. The challenge was to create a solution that embraced a more cohesive branding system and structure, demonstrated promise of continuing excellence of insights and analytics the firm was well known for, and establish a bold visionary look for the future. Even further, the solution had to reflect the current brand identity - a firm of high integrity - conveying this new vision with a renewed sense of vitality and freshness. The new corporate tagline, "Right People. Right Places." further established the brand messaging to lead, explain, and persuade.

Testimonial

"We engaged MarketCues based upon their duality of strategy and branding services. Their SmartPlan360° process brought us fresh new insights, and their branding program led us to the absolutely correct brand solution. It felt right the first time we saw the new branding. We're completely pleased with the results we received."

- Sid Strickland, President (Former Home Depot CEO)

The University of Texas at Austin



Challenge

The Texas Engineering Executive Education Institute of The University of Texas at Austin was moving into a major period of change and recognized the need to implement a full transformation. The institute engaged MarketCues to handle an executive consulting engagement that included a 360° organizational assessment in the areas of its engineering management, mechanical engineering, software engineering and computer engineering. This multi-month engagement identified intense silos among departments, profound gaps of perception between staff and customers and operations requiring updates.

Results

For this Institute MarketCues recommended a Circular Organizational Structure to flatten the organization and allow leaders and the executive team to collaborate more easily and productively. Major updates to existing programs were identified along with several new online Master's Level Programs. In addition, unifying and integrating marketing and sales into one cohesive program was recommended. And a five-year adaptive plan with annual refinements was implemented with KPI-driven dashboard metrics. These recommendation and many more led to a complete transformation and established a trajectory for growth for years to come.

Testimonial

"MarketCues' SmartPlan360° Program™ was invaluable to quickly benchmark our Institute's current organizational performance. This provided us with a qualified set of metrics that we could measure and better manage our leadership and product offerings against. Any organization, educational or business will be well served conducting MarketCues' 360° Organizational Assessment."

- Eric Roe, Ph.D., Executive Director

Word Among Us



Challenge

International publisher with a worldwide circulation required a comprehensive rebranding of its organization. We conducted a *SmartPlan360° Program* including a Brand Asset Valuation and then implemented strategic changes throughout the company's internal and external communications driving strong revenues and high image awareness scores.

Results

Worldwide circulation grew from 600,000 to 1.2 million international subscribers. A full set of executive research interviews were conducted with several key audience groups and influencers to determine the brand's current market position. These included one-to-one executive interviews with the company's management, key customers (both current and prospective) along with online assessments among employees. With this data in hand, MarketCues designed a substantial transition from print to electronic media that successfully positioned the company for its next generation of growth.

Testimonial

"MarketCues brings great value to our branding assessment and strategy. Their work raises our image and impact significantly. Our worldwide circulation has doubled to 1.2 million subscribers since we began working with MarketCues."

- Robert Clancey, Executive Director

The Wurzel Insurance Agency



Challenge

Successful middle-market insurance agency hit a glass ceiling in their growth and wanted to determine the best ways to begin to grow again. They had tried several different strategies and marketing programs that enhanced their overall market identify and image but did not raise their annual revenues. so they wanted to try something differently.

Results

Grew insurance agency 42% within the first six months. MarketCues conducted a SmartPlan360° Program using a three-phase approach of 1) Assessment of the organization and markets served; 2) Prioritization of strategic initiatives that could be achieved to drive growth given present resources; 3) Mobilize the organization to implement 24 "Success Touch points" to shore up the most fertile and relevant growth areas.

Testimonial

"I decided to hire MarketCues because my agency had become stagnant. Immediately, they were able to analyze my business both organizationally and strategically, and provide a clear strategy that has enabled my agency to grow over 40% in just the first half of 2015. My agency now has a clear direction and a strategic plan on how to achieve the goals we've set as well as looking into the future. Having an expert like Tom by my side has made every bit of a difference, and I look forward to continuing to work with him to see what my agency can achieve."

- Robert Wurzel, Owner/Agent

Biography



Tom Marin is the Founder and President of MarketCues, a strategic market planning firm. He serves as its principal advisor and change-management consultant with 35 years of experience working for some of the world's largest corporations assisting them with their strategy shifts and strategic growth programs. Tom has advised private, public and nonprofit clients with high stakes strategy and branding challenges in a wide range of markets in both the B2B and B2C sectors. During his career, Tom has served such notable companies as the Society of Aerospace and Automotive Engineering, Fuji Film, Rand McNally, CNA Insurance Companies, First of America Bank and Roper/Whirlpool.

He is an accredited member of the national and international chapters of the Business Marketing Association, is a certified business communicator and a past marketing chair of the Chicago chapter. Tom holds a bachelor's degree in education and social science from Northern Illinois University.

About Marketcues

MarketCues, Inc. is an independently owned and managed S-Corporation established to serve faith-based, business, nonprofit and education organizations. Its principal office is located in Raleigh, NC and the firm has strategic partners in Chicago, Florida, DC, Nashville and New York.

Over the years, MarketCues has become an acknowledged strategic market planning expert in the major market sectors of Business, Nonprofit, Education, and Faith-based organizations. This cumulative work history provides clients with added value only experience can bring.

MarketCues, Inc.

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