

Library Tech Company

At a glance

This company is a human capital management tool enabling libraries to uncover talent gaps, upskill workers, and streamline continuing education programming. With a huge content portal and no inbound strategy, the software company leaned into thought leadership, content repurposing, social media marketing, and public webinars to build brand awareness.

CHALLENGES

The company had no marketing leadership, limited people resources, shifting value proposition, inconsistent content publishing, but had a portal full of educational content, published talks, and a log of private townhalls with no regular cadence of publishing, repurposing, or distribution to drive inbound traffic.

SOLUTIONS

JPM provided oversight on brand identity leading to the extension of brand guidelines. New content, social media templates, and webinars were developed and published as articles, social video, carousels, quotes, and threads. By partnering with their UX/UI resource, a new Hubspot CMS instance was deployed along with supporting sales and marketing automation.



Branding &
Website Design



Sales & Marketing
Automation



Content
Marketing

BENEFITS

1

Brand Consistency

With a fresh and extensive brand guideline, new graphics and social video could be recognizable and presented in an appealing and engaging way.

2

Revenue Operations

By partnering with Sales leadership, new outbound sequences were developed and workflow optimizations made. Additional inbound lead flows to establish MQLs with follow up automation were also established.

3

Brand Awareness

By producing visual-rich multimedia for new and repurposed content, we tapped the organic reach of Reels, carousels, and text content to drive brand awareness and nurture the company's existing audience.



Enterprise-level customer experiences



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