

# Business Through People

Business Through People is a consulting agency, which offer training, consulting, and coaching within topics and business areas, where they help companies to create sustainable business - through people.

CASE: The challenge is to create awareness and interest through a strong lead funnel and storytelling, which create a demand from enterprise companies, which ultimately result in increased sales in markets where the spoken language(s) is used (Spanish, German, and Arabic).

## OVERVIEW

Company	Business Through People ApS
Location	Rævebjerg 12, 6000 Kolding
Contact persons	John Vellema, Managing Partner and Master Enabler Fredrik Fjellstedt, Partner Dorthe Krøyer, Project Coordinator

## COMPANY PROFILE

Business Through People (BTP) is a consulting agency established in 2012 by the current owner and managing partner, John Velleman. BTP offers training, consulting and coaching within various topics and business areas. These services are what BTP refers to as 'Enabling'.

The vision of BTP is, to enable business and people to the full potential, and to help them create sustainable 'Business - through people'. BTP is known for having an honest, caring, and direct approach which enables them to accomplish their mission through mastership and by always keeping people at the center of the process.

The company's primary expertise can be divided into their four core competencies:

- Hoshin Kanri: Develop long term direction for your organization
- Toyota Kata: Support and drive continuous improvement with a scientific mindset
- TWI (Training Within Industry): Create and maintain process stability through a skill-based culture
- Dynamic leadership and coaching: Set the energy in you and your organization free

At BTP, you will meet an organization with a group of people with different strengths, backgrounds and skillset. However, all driven by ethics and passion to build sustainable development, through enabling people around them to grow and succeed. Therefore, BTP is known for their desire to continuously gain new knowledge and challenge themselves and their clients to achieve better results.

In relation to said, BTP have made an ambitious growth strategy where they want to double their turnover over the coming years.

In order to achieve the growth target, BTP will have to focus on increasing current markets as well as expanding to new markets. Based on the geographical limitations on the Danish and Swedish market, BTP primarily want to focus on foreign countries and markets to gain benefit from the economical and geographical expansion opportunities.

Today, the company has built a strong brand and reputation primarily among Danish enterprise companies, mainly through solid trust from clients and personal networks and also through spreading information about success cases, likewise for other international countries and markets, which has led to a strong customer portfolio.

The current process of obtaining customers has led to certain limitations, as BTP as yet hasn't built the same brand and reputation in other countries. Thus, BTP is still depending on the online marketing effort, to make their expertise and brand visible.

BTP wants to discover how it can create a robust online strategy that enable them to be more effective than today. BTP is searching for a team, through customer-oriented marketing efforts, can create awareness and interest through a strong lead funnel that causes a demand within the market of enterprise companies, which ultimately could result in increased sales. The ultimate goal is to have enterprise clients call BTP, not the other way around.

BTP defines enterprise companies as companies with a revenue stream above 10 million dollars and above 250 employees and has multiple sites, either domestic and/or international.

BTP want to focus on markets where they already have an advantage due to previous business cases or cooperation with consultants abroad.

A part of the case would be to identify which markets (where the spoken languages Spanish, German, and Arabic are used) that would be relevant and profitable for BTP for branding themselves, and hopefully create a demand within enterprise companies, which entails a pull promotional strategy, where potential clients are drawn to BTP's services due to the brand and expertise.

## CASE DESCRIPTION

Currently, the company does not have a marketing department. Therefore, BTP is looking for a team that can help them build a strong brand and marketing material. BTP have already produced several white papers and business cases. Therefore, entering this case, you will have access to in-house know-how about the actual markets and relevant marketing material, which you could use in your case and online marketing efforts.

BTP is looking forward to finding a team that can kick off its online marketing efforts and challenges them to be more efficient than today. The first step would be to identify relevant markets within the three spoken languages German, Spanish and Arabic; based upon which to make a list of relevant and potential clients within listed markets and to determine their ability to influence the perception regarding their brand and services relative to competitors. Followed by identifying and creating a lead funnel for the chosen markets to secure aligned marketing initiatives.

The purpose of identifying and creating BTP's lead funnel is to define their potential customers need and use that knowledge to move the customers through the funnel at make the sale. Your main focus as a team would be at the top of the funnel. You would need to figure out, how you, through the right marketing efforts and strategy, can create awareness and interest within the

selected markets. From then on, BTP will be responsible for the remaining stages and sales process.

Furthermore, the team would be responsible for the testing and operating the online marketing assignments within the defined markets. Finally, the team should determine the communication strategy and annual playbook for BTP and associated tasks to ensure anchoring within the organization.

## TASKS AND EXPECTATIONS

### **0. Phase: Onboarding and calibration of the project**

- 0.1. Onboarding and calibration of KPI's for the project that defines when the team achieves satisfying results in phase two.
- 0.2. Onboarding to the company and industry and the different services that BTP offers.
- 0.3. Alignment between the team and company regarding the project and expectations.
- 0.4. Calibration of time and tasks for the project.
- 0.5. John and Fredrik will give you an in-depth introduction to the different markets.

### **1. Phase: Identify relevant markets within the three spoken languages German, Spanish, and Arabic. Afterward, identify and create the lead funnel for the chosen markets to secure aligned marketing initiatives.**

- 1.1 Identify which markets BTP should target within the three spoken languages German, Spanish, and Arabic.
- 1.2 Make a ranking of relevant enterprise companies within the defined markets by creating an overview or list.
- 1.3 Define the current lead funnel for BTP to identify necessary adjustments to optimize and determine the marketing strategy. In the lead funnel, you need to define the following stages:
  - 1.3.1 Awareness
  - 1.3.2 Interest
  - 1.3.3 Decision
  - 1.3.4 Action
- 1.4 Define how BTP should position itself within the markets.
- 1.5 Define which initiatives BTP should engage to achieve success in the 'awareness' and 'interest' stages. As a team, you would be responsible for defining and prepare the necessary materials. For an example, that could be indirect marketing, content marketing, social media marketing, paid social, etc.
- 1.6 Prepare the following content, storytelling, etc.
- 1.7 Review BTP's website and identify which optimizations options you recommend to create strong storytelling around BTP that would create awareness among potential clients.

2. **Phase: Testing and running the online marketing initiatives within the defined markets.**
  - 2.1 Start running the marketing efforts and map which necessary adjustments needs to be made to continuously optimize the online marketing effort based on their user behavior and customer's needs.
  - 2.2 Continue this phase until you reach a satisfying outcome.
3. **Phase: Determine the communication strategy for BTP and associated tasks to ensure anchoring within the organization.**
  - 3.1 Create an annual cyclical planner (playbook) for the marketing and communication assignments regarding the specific markets (Spoken languages: German, Spanish, and Arabic). The annual cyclical planner needs to define:
    - 3.1.1 Who – Identify responsible in-house resources for the assignments
    - 3.1.2 What – Define the online marketing efforts that should be produced or prepared – produce the necessary templates and online marketing tools.
    - 3.1.3 When should the different assignments be fulfilled?
    - 3.1.4 How – Define the timeline and how often the specific marketing efforts should be made.
    - 3.1.5 Where – Define at which channels and platform the different online marketing assignments should be produced.
  - 3.2 Prepare templates that can be used at the different departments and locations, aiming to anchor a local and robust marketing effort aligned with the overall vision and storyline for BTP.

## OBJECTIVE AND DESIRED OUTCOME FOR THE COMPANY

Wanted outcome after 12 weeks:

- ✓ An annual cyclical planner (playbook) for the marketing and communication assignments regarding the specific markets. The playbook should be able to use in other markets not covered by the assignment.
- ✓ Aligned marketing initiatives that, through credible storytelling, create branding and interest among enterprise companies within the markets with spoken languages German, Spanish, and Arabic.

## RELEVANT AREAS OF COMPETENCE

- Marketing, online marketing, communication, branding, PR, and Storytelling.
- Psychology
- UX, graphic design, and WordPress.
- Business development and sales.
- Anthropology

## TALENT PROFILE

As a team, you will be a part of an agile and flat organization located in Kolding. The office space and daily lingo can be defined as cozy and cooperate. BTP is driven by professional and skilled people with excellent know-how within their fields. In BTP, you will meet respect for one another and a common desire to succeed as a team. Therefore, you can expect to be a part of an ambitious and experienced organization.

BTP is a multinational company, and the corporate language is English. Therefore the ability to master multiple languages (English as the base) will be necessary. BTP hopes to find talents of different nationalities, preferably with a commercial approach. It is crucial that the team possesses the ability to understand the needs of various companies quickly and to be able to convert them into online marketing content that will brand BTP and create a desire for their consulting services.

With your profile, structure and working systematic is essential for you – but you still have a creative mind and are brilliant at getting new ideas and understanding how to convert your ideas into specific efforts or content.

BTP expects that the team, at a high level, is self-motivating and self-reliantly and goes ahead with tasks related to the project. BTP aims to continue its development and expand its market, notably by having strong international ambitions. As a team, you must be able to navigate in an agile organization without blueprints.

Dorte and Betina will be part of the daily office. However, due to the training modules, John and Fredrik will only be a part of the office every other week, Fredrik online and John physically.

If you want to create results and take the lead in online marketing, here is your chance. In BTP you be a part of the organisation who wants you to succeed and thrive.