

YOUNG, LEAN COMPANY GETS EXPERT MARKETING THROUGH ONE-DAY WORKSHOP



CLIENT OVERVIEW



OnRamp Solutions provides Enterprise Resource Planning (ERP) and eBusiness solutions to mid-market manufacturers and distributors. OnRamp's unique position as a multi-site manufacturing operation turned ERP provider means they know how to develop solutions to simplify processes, reduce costs and deliver superior ROI.



We recognized that marketing was not our area of expertise, and we didn't have in-house strengths to dip into, so having an outside firm assess us, challenge us and push us in the right direction was what we were looking for. **We needed a well thought out analysis with recommendations, quickly, and Mezzanine was able to deliver.**

Art Church, CEO of OnRamp Solutions



THE CHALLENGE

OnRamp recognized they lacked a defined marketing strategy to take their product to market. They had some marketing basics in place, including a placeholder website, a newsletter and sporadic social media activity, but they knew that they needed outside aid and expertise.



THE SOLUTION

OnRamp chose Mezzanine's Marketing Strategy Service, custom tailored to their individual business and marketing needs to help them assess and improve their current marketing efforts, as well as to develop a strategy for future marketing practices. "We liked Mezzanine's offering because they were able to give us a very short, strategic 80/20 plan to focus on the tactics that would bring us the most ROI," says Art Church, CEO of OnRamp Solutions. "We're still in our early stages, so developing an exhaustive plan would have been a waste of time and money, because we wouldn't have had the resources to execute it."





WHAT WE DID

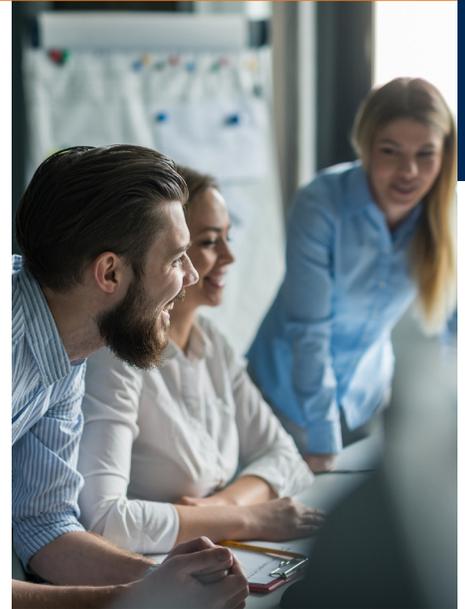
- + Facilitated a strategic marketing workshop to understand current marketing efforts and future goals
- + Website audit:
 - Navigation & site architecture
 - Design
 - Mobile & SEO
 - Security
- + Sales collateral audit
- + Competitor analysis
- + Draft positioning and messaging statements
- + Tradeshow recommendations
- + Strategy presentation and questions and answers



CLIENT COMMENTS

"I think trying to educate is a very important part of any consulting relationship. It's not just criticizing; it's giving reasons why and showing ways we can do better. Mezzanine was educating us, and I thought that was a very positive part of the process."

"Mezzanine helped us improve our Marketing IQ."



Having a short, focused, quick turnaround meeting is perfect for companies in our situation, who need a fast solution, but with long-lasting benefits. Mezzanine was sympathetic and encouraging, as they recognized that we were struggling with our marketing. They also focused us by separating what we absolutely needed to do from the things that could wait. **We both enjoyed and appreciated their approach.**

Art Church, CEO of OnRamp Solutions



RESULTS

OnRamp has already taken steps to improve their website and newsletter. They now have a strategy and a structure in place to focus their marketing efforts. Church points out, "It's clear Mezzanine has the marketing background and expertise. They also demonstrated a desire to help and to me that's a very important ingredient in any successful relationship – that's the desire to add value. The session was very beneficial for our small group. We're focused on success, so we loved receiving the feedback and recommendations from Mezzanine."

Mezzanine gave OnRamp the tools, knowledge and strategy to promote their products and presence in the marketplace. They have a clear knowledge of their competitors' marketing strategies and have been given the keys to help themselves. OnRamp was left with a concrete list of actionable items to improve their marketing going forward.

