

Client Success Story

FRACTIONAL CMO

Marketing Strategy, Planning & Implementation

BACKGROUND

AnswerHub is a knowledge management system company that enables software and technology professionals and their communities to collaborate, share their expertise, and connect.

CHALLENGES

- AnswerHub was competing with several strong players in the industry and was challenged to stand out.
- The company was not necessarily known or considered as the preferred or most recognized player in the space in which it was operating.
- Some marketing was being done, but the efforts delivered unsatisfactory outcomes.

OUR SOLUTION

- During its engagement of Fractional CMO, AnswerHub benefited from a strong marketing plan and professional implementation
- Included in the marketing deliverables were new and stronger branding and messaging assets that showcased the company's differentiating advantages, various collateral pieces, website content improvements, social media management and engagement, consistently authored and sent newsletters, and email marketing campaigns.



“ We worked with Duke and Fractional CMO from October 2021 to November 2022. During that time, Duke and his team partnered with me and my team to develop a comprehensive marketing plan for our AnswerHub business including new branding, messaging, website content, and social media and email marketing campaigns. Duke and his team were responsive to our needs, executed a consistent process (including weekly updates) and helped us focus our marketing efforts that led to a successful exit for the business. I would highly recommend Fractional CMO as a partner. ”

Terry Waters

CEO of Devada and General Manager of AnswerHub

OUTCOME

- The branding assets that were created highlighted AnswerHub's innovation and strengths. In combination with the fresh and stronger messaging, the business was better positioned in its competitive space
- The elaborate and sophisticated marketing campaigns that were created and managed on several separate platforms, and also required the use of multiple marketing automation tools, were successful, and resulted in a bigger market share
- AnswerHub's new status in its industry appealed to a larger software company – so much so that it was acquired and became one of the brands in an impressive portfolio of many industry-leading software products.