

Client Success Story

FRACTIONAL CMO

Marketing Strategy, Planning & Implementation

BACKGROUND

Bergmann Group has been innovating manufacturing since 1981, starting as a contract manufacturer for injection mold tooling. Now a debt-free, diversified OEM which continues to grow through organic sales and synergistic acquisitions, it is the parent company of Workhorse Products (manufacturer of apparel screen printing machinery), Phoenix LTC (inventor and manufacturer of medication management solutions), and Waterloo Healthcare (manufacturer of medical carts). All three entities have been successful, as each was manufacturing and selling purpose-driven, durable, innovative, best-in-class products while offering exceptional customer support. While each business unit has been enjoying good market penetration and standing in their respective industries, Bergmann Group knew there were many more potential customers that could be educated about its offerings which would grow the business units. The parent company also wanted to continue fostering existing relationships with current clients, distributors, and partners.

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“ The Bergmann Group owns and operates three distinct business units. With Duke’s leadership in the area of marketing, we put plans in place and had the Fractional CMO teamwork with our in-house resources and pursued marketing programs successfully. ”

John Bergmann

CEO of Bergmann Group



CHALLENGES



- Marketing activities were executed for each business unit under Bergmann Group’s umbrella, but a concrete strategy, proper organization, and a comprehensive approach were needed to make them more fruitful.
- Without someone to direct strategy and lead marketing initiatives, some key fundamentals that would aid in Bergmann Group’s goals for each company were absent.
- Marketing materials and website improvements for Workhorse Products, Phoenix LTC, and Waterloo Healthcare were needed.
- Trade shows, expos, and distributor and customer relations were pursued, but with comprehensive marketing support, more business-growing opportunities could be created.
- Expertly crafted marketing strategies and plans, followed by initiatives carried out by seasoned professionals, would help each of Bergmann Group’s companies continue their successful trajectories in more efficient and effective ways.

OUR SOLUTION

- Through regular calls and weekly meetings at Bergmann Group's headquarters, Fractional CMO, LLC worked closely with management to craft the marketing strategy and plan, and then execute the details.
- Marketing materials (such as brochures, flyers, catalogs, business cards, and trade show display items) and websites for each Bergmann Group business unit were updated and marketing support for events and relationships began.
- For each company, regular 'touch points' to prospects, current customers, and distributors were initiated, including quarterly newsletters with distribution via email and posted on the respective websites, regular marketing emails were sent, and social media posts were uploaded weekly.

OUTCOME



- All three business units owned and operated by Bergmann Group have benefited from improved marketing strategies, plans, and efforts, a fact shown by each brand gaining an even greater reputation and increased market dominance in the industries they serve, and boosted sales that have broken past records.
- Distributor relationships across all business units are even closer than prior to working with Fractional CMO LLC, helping to cement Bergmann Group's products as the top-of-mind choices.
- The new marketing materials created have resonated immensely with customers, prospects, and distributors, proven by the many comments received on their informative, helpful, and eye-catching design.
- Each of Bergmann Group's companies now have in place a comprehensive, organized marketing strategy and expert efficient implementation to support brand awareness, cohesive messaging, and consistent marketing efforts.
- Bergmann Group now has all the benefits of a Chief Marketing Officer (CMO), as well as professional implementation of marketing efforts, without the high costs of hiring an in-house team.

“ While working with Duke, he is able to provide us with perspectives, ideas, and solutions we were previously unaware of, that helped us improve our companies. From marketing strategy to implementation, Fractional CMO has worked closely with me and the business units' leadership to elevate our marketing efforts and improve brand dominance and sales performance. ”

Kevin Mracek

Executive Vice President of Bergmann Group