

# Rugged Mobile Phone Case Manufacturer Grows from \$20 Million to \$100 Million in Three Years

## CHALLENGES

Competitor-dominated market

Lagging sales

Training and advocacy need

## KEYS TO SUCCESS

Hiring profile

Influencer cultivation

Custom training content

Outdoor experiential events

## Situation

Faced with the challenge of acquiring market share in a category dominated by a first-to-market competitor, a rugged mobile case manufacturer hired MarketSource to increase their sales volume, revenue, and brand awareness. They engaged us to help them penetrate the market and accelerate their sales through the implementation of a training and advocacy program that would build brand awareness and capture retail associate mind share.

## Solution

MarketSource established a field brand marketing team, who created a hiring profile to assist with identifying and recruiting representatives who were outdoor and sports enthusiasts, and who would have an affinity for and understand the value of the client's kind of case. The goal was to cultivate influencers who could evangelize the client's product at the retail store, advocate for the need for the case, and encourage prospects to buy it. Our learning, training, and development (LT&D) team then created custom content, including product contests, job aids, and product information sheets, to educate our reps and help them embody and convey the client's messaging and brand value proposition to both consumers and store associates. We also conducted grassroots marketing, in-aisle assisted sales within retail stores, hands-on demo days, and outdoor experiential marketing events, such as an Ironman competition in Hawaii, to build brand awareness among the client's target audience.



increase in annual  
revenue

## Results

With help from MarketSource, the client's annual revenue grew from \$20 million to over \$100 million in three years. This growth eventually led to an acquisition of the client by the leading consumer electronics accessory manufacturer in its category.



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MarketSource, an Allegis Group company, is a sales acceleration company focused on delivering better outcomes for many of the world's most iconic brands. We design and operationalize managed sales and customer experience solutions in B2B and retail environments. Our solutions are purpose-built and tech-enabled to deliver measurable improvements in business outcomes.