

CASE STUDY

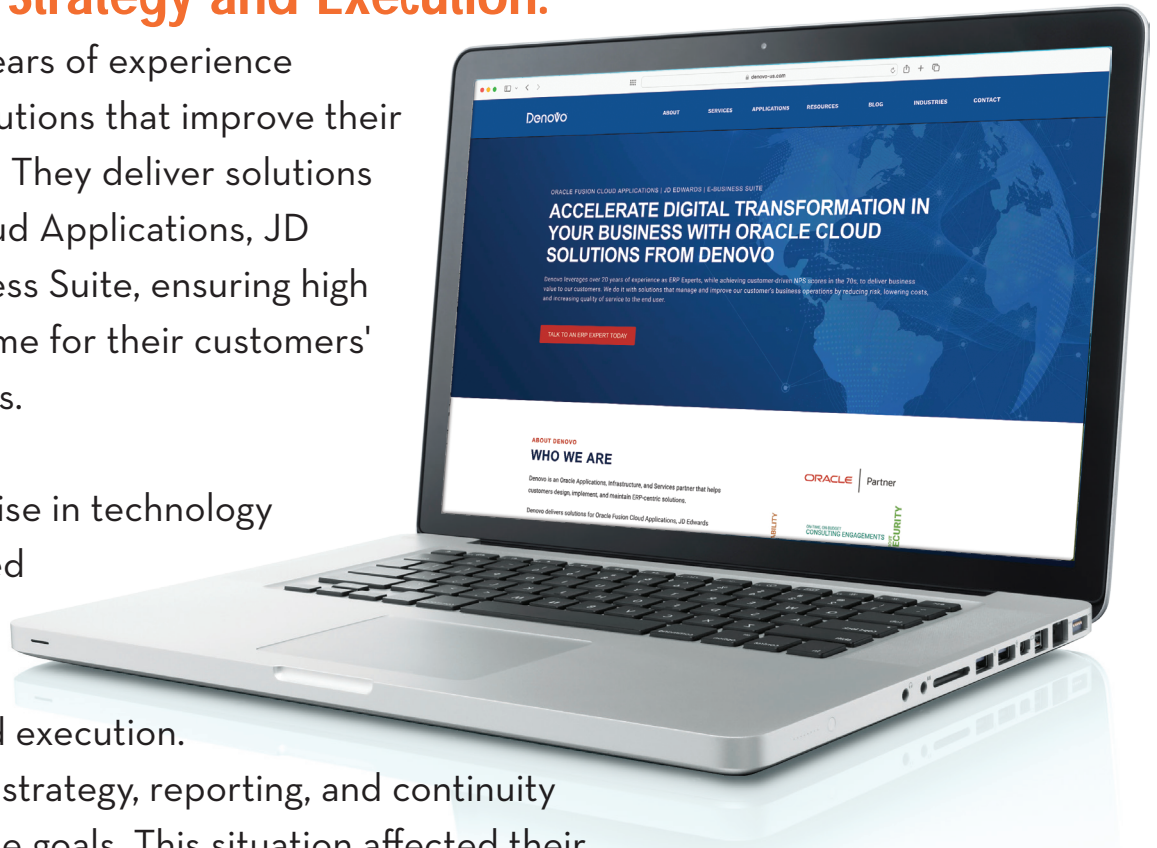
DENOVO

How Witmer Group Helped Denovo Elevate Their Marketing Strategy and Execution.

Denovo has over 20 years of experience delivering valuable solutions that improve their customers' operations. They deliver solutions for Oracle Fusion Cloud Applications, JD Edwards, and E-Business Suite, ensuring high performance and uptime for their customers' mission-critical systems.

Even with their expertise in technology solutions, Denovo faced challenges when it came to elevating its marketing strategy and execution.

They need to improve strategy, reporting, and continuity with reaching attainable goals. This situation affected their market positioning and overall brand visibility.



THE CHALLENGE:

Denovo's Marketing Roadblocks

Denovo had engaged Witmer Group for various tactical marketing projects over the years. Under the guidance of owner Kristina Witmer, Witmer Group provided valuable support in various marketing initiatives.

However, connecting these efforts under a cohesive strategy proved challenging without an in-house marketing leader. Denovo realized that importance and in September of 2023, hired Samantha Whetstone as their new Director of Marketing. Her

extensive experience made her the ideal candidate to overhaul their strategic brand positioning.

Samantha had her work cut out for her right from the start. First on her priority list was assessing whether or not to continue the longstanding relationship with Witmer Group. Knowing that Witmer had a history with Denovo, she saw them as a huge asset to Denovo's new marketing strategy and how they would fit into that vision.

THE SOLUTION:

Building a Strategic Partnership with Witmer Group

By January 2024, Samantha had worked with Witmer Group for four months. This collaboration led her to change the business relationship from a vendor-client dynamic to a more collaborative and strategic partnership.

Kristina and her team were in for a real challenge. They were to provide Denovo with the following services:

- Social media management
- Support for event promotions such as webinars and conferences
- Website management and updates
- Creation of landing pages and other marketing tools
- Management of the HubSpot account
- Design for case studies and collateral
- Strategic support for marketing initiatives

The working relationship shift between Denovo and Witmer Group marked a significant turning point. This strategic partnership streamlined Denovo's marketing efforts and set a new standard for future collaborations.

RESULTS:

Steady Progress in Marketing Efforts

The collaboration resulted in swift and significant positive changes. The collaboration led to substantial and rapid improvements. Creative ideas received fast and smooth approval, and Witmer Group consistently delivered on time.

Kristina and her team also showed remarkable flexibility in handling last-minute projects and maintaining consistent communication. This partnership gave Samantha Whetstone peace of mind and confidence that her new marketing strategy would be successfully implemented.

“It’s important to have a partner who can deliver the many facets of marketing deliverables. That includes CRM management, website development, design, and consistent branding. Witmer Group not only met these needs but also exceeded our expectations. I couldn’t be happier working with Kristina and her team,“

Witmer Group has proven a win for us with the ability to create the most relevant content and make a substantial difference in boosting brand awareness. The WG team has been a success in contributing to new, viable leads that result in new business.

Transform Your Marketing with Witmer Group

Elevate your marketing strategies with Witmer Group's expertise. We offer comprehensive support to enhance your brand's visibility and impact in your industry. Contact us to learn how we can tailor our services to meet your unique marketing needs.

