

## Strategic Marketing Advisory Case Study

Transforming an Early-Stage Pilot into an Enterprise-Ready Growth Engine

### Challenge

A startup was preparing for its first enterprise pilot with a national brand, navigating a high-stakes operational environment with limited internal resources. While the solution addressed real market pain, the team needed strategic guidance to shape a credible go-to-market story, define measurable success criteria, and lay the foundation for scalable commercial growth.

### Approach

- Clarified the customer journey and value narrative for the pilot experience
- Built executive-level materials to communicate business impact
- Structured messaging frameworks and ROI models to support future sales
- Advised on internal readiness and packaging for post-pilot expansion

### Engagement Milestones

Phase	Key Activities
First 4 Weeks	Identified strategic personas, refined pilot messaging, and aligned internal expectations.
Next 4 Weeks	Supported execution of the pilot experience, developed ROI storylines, and built stakeholder presentation assets.
Final 4 Weeks	Shaped commercial rollout plan, advised on pricing approach, and refined proposal materials for broader adoption.

### Artifacts Delivered

- Persona and journey map
- Enterprise messaging framework
- Pilot performance tracker with outcome metrics
- ROI visuals and executive presentation
- Post-pilot proposal and commercialization roadmap

### Lasting Impact

The startup emerged from the pilot with a clear, repeatable enterprise sales narrative. Internal alignment improved, messaging sharpened, and leadership gained confidence in how to present results and engage buyers beyond the initial use case. The work helped shift the team from reactive selling to a proactive, story-led go-to-market approach—positioning them to scale strategically.