



MarketingHat

SAFEHARBOR TECHNOLOGY CORPORATION

SITUATION

SafeHarbor Technology Corporation is an expert at moving customer service to the Web for their clients. Since its founding in 1998, SafeHarbor has significantly reduced customer service costs for major corporations including American Airlines, IBM, T-Mobile, Washington Mutual, the State of Washington, and SunTrust Banks. SafeHarbor hired MarketingHat to direct all aspects of its in-house marketing efforts including brand positioning, sales support, lead generation, direct marketing, and public relations.

PROCESS

In order for SafeHarbor to increase sales and gain visibility within the trade industry and broaden presence in the business community, MarketingHat developed and implemented a comprehensive marketing plan focusing on those specific areas. We were responsible for directing and supervising all company marketing efforts, reporting directly to SafeHarbor's Chairman/CEO.

Some of the goals MarketingHat achieved include sharpening SafeHarbor's brand message and corporate messaging tools to more clearly communicate the company's technology and benefits; enhancing quality and effectiveness of SafeHarbor's lead-development and lead-nurturing programs; developing a public relations plan to enhance visibility of SafeHarbor in business and trade publications; and identifying appropriate awards and recognition opportunities for SafeHarbor and its clients.

RESULTS

With MarketingHat as the *Marketing Director for Hire*, SafeHarbor acquired company positioning that was clarified and more clearly articulated; increased their sales pipeline by +50% over an 18-month period via a shift from emphasis on brand building to lead generation; attained more qualified leads through online marketing with new landing pages, new white papers and qualifying questions for prospects; gained visibility and credibility by winning 6 different industry awards and received local and industry publicity around these awards.

