

Case Study: Diamond Dynamic Gets its Marketing Mojo



Challenge

The Founder of Diamond Dynamic, Mike Johnson, had an urgent need. He had written a book on gender dynamics (he was a single father who raised two daughters and an experienced sales person and engineer) and was looking to use it to further his consulting business with bigger businesses. Mike had spent years successfully helping businesses improve their sales; now he was trying to build a business around his knowledge of how men and women think and communicate. His book was a lead-in for his services and he needed to get to the audience with budget and decision-making authority.

When he came to Kathy, he wasn't having a lot of success getting to the right people in companies. His introduction letters asking for meetings were largely going unanswered.

Approach

After reviewing his approach, Kathy created a new plan featuring 5 key pillars that would dramatically change his outcomes:

- Instead of targeting diversity managers with little authority to champion company-wide initiatives (which he had been doing with little luck), we refocused his efforts on senior executives, including, where appropriate, CEOs, COOs, Chief Talent Officers and Senior VPs of HR.
- We expanded his audience list to include associations where diversity programs were championed and sexual harassment training was required: for example, bar associations, companies with supplier diversity programs, and training companies that lacked gender communications knowledge (making Mike's expertise a nice complement).

- We completely refocused his pitch and humanized the message giving leaders a reason to care. Kathy researched key data on what happens when women are better supported at work: revenues increase substantially. We also created urgency by tying the letter to a new report showing that diversity training doesn't work; by contrast, teaching people to better understand how each gender communicates does! It's a real revenue issue that hits the bottom line. That's why leaders MUST care.
- We focused not on training, but on the communications skills needed for 21st century market leadership – an issue that is directly related to company performance. By elevating the message to one tied to returns and competitiveness, we elevated the urgency and immediacy of taking action.
- We invited executives to a meeting, and in return for providing Diamond Dynamic with information on their key communication challenges that would allow us to customize our messaging (market research, anyone?!), we provided a free copy of the book.

Results

The new campaign worked!

As a result of a new campaign targeting executives with an immediate message connected to bottom line results, Mike made contact with senior executives who had the authority to make internal training a mandate. He increased his appointment rate from less than 10% to over 70%, and closed five new corporate deals in the first month of the letter campaign. Mike continues to see results from Kathy's new approach.

"I am a sales guy, and I realized I was no marketing expert. I had the wrong target, the wrong message and the wrong execution. Kathy's marketing campaign produced (and is still producing) results (money in my pocket) far better than I could have imagined! I plan to use Kathy for my future marketing efforts and so should you. She is terrific! "

-Michael Johnson, President, Diamond Dynamic

What can Kathy Klotz-Guest do for your business?

Email Kathy@keepingithuman.com or call 408.578.8040.