

Howard Stein Hudson

Transportation engineering and planning firm



Situation

Howard Stein Hudson is a growth-oriented firm interested in increasing client awareness of their depth and breadth of services as well as deepening relationships with their clients. With the advent of new senior leadership as well as a large-scale rebranding project, Howard Stein Hudson needed senior marketing advice on how to best achieve growth targets, organize business development efforts, and utilize marketing tools such as social media to their best advantage.

Solution

Strategic Marketing Consulting has served as the fractional CMO for Howard Stein Hudson for more than 5 years, including the following services:

- Marketing Planning and Communications/Social Media
 - Developed strategic marketing plan and marketing calendar to track marketing and communications/social media activities.
 - Developed and implemented numerous marketing campaigns focused on specific growth areas.
 - Added web site improvements such as blog entries, images, and new content.
 - Focused on more robust use of social media to increase client awareness and drive traffic to web site.
- Business Development Organization and Activities
 - Organization of lead tracking, refined display of weekly lead tracking reports, and reworking of weekly BD meetings.
 - Implemented CRM system to track leads, manage BD efforts, and enable increased client interactions. Provided planning, implementation, and training of staff on use of CRM system.

Howard Stein Hudson has seen increased focus on business development, deeper and broader client relationships, an increase in overall hit rate, and growth in revenue.

