



HOWARD STEIN HUDSON

Engineers + Planners

HOWARD STEIN HUDSON

FULL SERVICE PLANNING AND ENGINEERING 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. Howard Stein Hudson needed senior marketing advice on how to best achieve growth targets, organize business development efforts, and enter new markets.

RESULTS

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

Marketing Strategy and Communications

- Developed strategic marketing plan and marketing calendar to track marketing and communications activities.
- Developed and implemented numerous marketing campaigns focused on specific growth areas.
- Added website 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.

Board Observer

- Serve as a Board of Directors observer, offering strategic advice. Document all Board meeting actions.