

CASE STUDY

Client: **Howard Stein Hudson**
Multidisciplinary 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 was in need of 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.



HOWARD STEIN HUDSON

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.
- **Proposal assistance** for large-scale government and private pursuits. SMC has reviewed proposal content, developed win themes, written cover letters and proposal sections, and reviewed final proposals.

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.

