

Case Study



Strategy Development- Business Unit Re-launch

The Challenge

The Sprint wholesale business unit was challenged with growing revenue contribution from \$1.5B to \$3.5B within 5 years. Organic growth with traditional customers was not an option. Instead, Sprint embarked on an initiative to re-invent the BU from the bottom up. To answer the challenge, marketing needed to re-brand the unit to educate and appeal to as yet untapped segments.

The Solution

Sprint identified new vertical markets including: retail, VARs, international, BSPs, electronics manufacturers, and wireless providers. General, cross-segment advertising was utilized to announce the BU launch. To maximize resources, a toolkit approach was taken. Marketing assets in the toolkit included:

- Web site and partner portals
- Direct response (high-impact direct mail and email)
- Content marketing
- SEM/SEO
- Social media
- Print and online advertising (Forbes, Wireless Week, and industry specific media)
- Sales enablement / partner support programs
- Customer forums
- Event marketing

Key to our success was understanding that while these “tools” could be universally applied, individual segment-specific executions were critical to success. Tactics were tailored to the specific idiosyncrasies of each vertical.

The Customer

Sprint’s wholesale business unit is responsible for over 1.5 billion in annual revenue. Wholesale partners range from Fortune 100 companies like Time Warner to regional players like Mitel.



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