

# MARKET LEADERSHIP

## SUMMARY

Working in the Aerospace and Defense industry was an exciting challenge. The company provides niche products in a very specific B2B market. With engineers and Program Managers being their main customers, the company needed to focus heavily on educating their customers. By leveraging account based strategies, social media, and content creation, we were able to help them achieve 100% growth in revenue over 2 years.

## SERVICES PROVIDED

- Account Based Marketing
- Paid Ads Management
- Marketing Automation
- Search Engine Optimization
- Content Marketing
- Campaign Management
- Strategic Planning
- Analytics & Reporting
- Email Marketing
- Event Planning



## SOLUTIONS

With no systems in place and a self-described "ad-hock" marketing strategy, the name of the game in this scenario was structure. By implementing a structured plan for educational and helpful content JSX was able to help increase customer engagement. This was especially true with organizations who were existing customers. Providing regular, quality content helped the engineers who used the company's products find the answers to the questions they were looking for more quickly, saving time and money for the customer while also successfully positioning the company as the market leader in their industry.

100%  
Increase in revenue  
over a 2 year period