



Calero transformed its marketing function from three teams focused on single products to a unified, buyer-centric and solution-focused revenue marketing function capable of operationalizing the company's new brand messaging to support rapid growth.

300%

increase of marketing-sourced revenue



Challenge

After growing via a three-way merger, Calero **lacked unified audience-centric messaging and brand identity**, and its **marketing organization was divided** into three product-centric teams, each with different competencies focused on different segments of the market, with no comprehensive go-to market strategy.



Solution

Calero used **the SiriusDecisions persona template** to develop new personas, the **the SiriusDecisions Content Inventory Tool** to identify content gaps to fill to support the buyer at each buying stage, the **Eight Cs of Effective Organizational Design** to design the marketing function, and the **Campaign Framework and Campaign Implementation RACI Matrix Template for Emerging Companies** to ensure campaign efforts would be buyer-centric.



Result

Calero could now **engage prospects earlier in their buying process**. Its effective engagement of C-level audiences resulted in a **50 percent increase in average deal size**.