



CASE STUDY

ENTERPRISE EMAIL MARKETING

Aligning the plan, people and practices for a massive global initiative.

"Few consultants can get their arms around the complexity of a global company like ours. But Antenna had the depth of expertise with large organizations, not to mention the e-mail marketing knowledge needed to see a highly specialized project through successfully."

THE SITUATION

An enterprise-wide e-mail marketing redesign is an enormous challenge, especially for a Fortune 100 company with diverse operating units, each with their own structure, practices and business objectives. But the rewards are equally huge: more effective communications, cost-saving efficiencies, and a more unified global brand. Making it work means guiding key stakeholders and affected personnel through a major technical and organizational change—and smoothly navigating departments, continents and languages in the process.

THE SOLUTION

Antenna strategists led the core team of decision makers, agencies and technical personnel to help carry the initiative from planning through implementation. The skill set was daunting: the task required a deep understanding of the company's structure and culture; enterprise-level e-mail marketing and best practices expertise; and experience leading change within a large and complex organization.

One of our senior strategists led Phase 1—refining the vision, process and goals for the program in sync with stakeholders across the company. He built a comprehensive blueprint for the roll out over four months, shepherding the plan through multiple levels and groups and ensuring new standards could be enforced globally.

For Phase 2, Antenna installed specialized point people and systems to facilitate the transition. Our project manager created a global online resource center that gave everyone unified access to the tools and answers they'd need. With the new centralized program up and running, day-to-day management was put back to the client's hands, with ongoing support from Antenna. With our help, the new platform has spread steadily throughout the organization and adoption continues to grow annually.

THE SERVICES

- Process design and systems integration
- Create and design model and service processes
- Create and implement global e-mail standards and guidelines
- International system rollout
- Manage all implementation issues
- Onboarding of Canada, Latin American and Asia Pacific
- Lead and manage internal Client Forum