

Transforming Marketing into a Revenue Engine: Outsourced CMO Solution for a PE Portfolio Company

Background

A Private Equity firm acquired a \$35M platform company but struggled to achieve expected revenue growth several months post-acquisition. The portfolio company had an internal resource handling both sales and marketing functions, but this individual was unable to deliver the results needed to meet performance targets. Unlike previous engagements where the PE firm hired traditional marketing agencies for support, they turned to Empirical to both develop and execute a comprehensive strategic marketing and sales plan.

Objective

The portfolio company sought to transform marketing from a support function into a true revenue generation engine. Leadership needed to rapidly develop and execute a strategic marketing plan that would drive lead generation, improve sales enablement, and deliver measurable pipeline growth. The goal was to create momentum and establish marketing capabilities that would support the company's aggressive growth objectives.

Methodology

Empirical deployed an outsourced marketing department model, assigning a lead Chief Marketing Officer supported by a comprehensive team of specialists.

- **Team Deployment** – Assigned a lead CMO along with experienced digital marketers, graphic designers, videographers, and content writers to function as a complete marketing department.
- **Strategic Planning** – Developed a comprehensive strategic marketing plan in collaboration with the existing client sales team to ensure alignment and buy-in.
- **Multi-Stream Content Development** – Created concurrent content-driving workstreams including written content development, video production, webinars, and value-added content for prospect and client engagement plus lead generation.
- **Digital Strategy Execution** – Implemented SEO/PPC planning and execution as part of a comprehensive digital strategy to maximize online visibility and lead capture.
- **Performance Measurement** – Built KPIs and metrics to measure results, track progress, and demonstrate ROI across all marketing initiatives.

Results

- **Completed discovery and strategic planning within 60 days**, establishing clear roadmap for all workstreams.
- **Delivered critical sales enablement tools** within 90 days, including sales collateral, improved content, and webinar capabilities.
- **Generated 100+ new prospects** from the inaugural webinar event, establishing a repeatable lead generation model.
- **Improved SEO performance** through strategic content development and digital optimization.
- **Transformed marketing into a revenue generation engine**, delivering new opportunities worth \$5M+ in the first 12 months.
- **Established scalable marketing capabilities** that positioned the portfolio company for sustained growth and future success.



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