



CASE STUDY

GENERATING SALES & REVENUE WITH PRODUCT MARKETING

INDUSTRY

Utilities & energy

CHALLENGE

Launch and drive awareness for a consultancy's first-ever cloud-based software solution

SOLUTION

Execute a robust public relations program that shares executive expertise and insights to build national brand and industry awareness

EXPERTISE

Branding | Interactive | Product marketing
Messaging | Public relations



A product without a meaningful brand and sound go-to-market plan is just that – a product.

Arc-Two, the leading consulting practice for the North American utility industry, aimed to launch a cloud-native solution designed to streamline regulatory compliance, capital accounting, and tax reporting. But the company needed help developing the branding, messaging, and go-to-market strategy for its first-ever software product launch.

Arc-Two's innovative SaaS product would provide a revolutionary alternative to the utility industry status quo. But how could the company effectively introduce its software to an audience of utilities providers and their decision-makers?

MEASURING WHAT MATTERS



8

pilots with prospective customers



26.8M

audience reach



\$1.9M

sales pipeline

RESEARCH DRIVES PLANNING AND EXECUTION

To introduce and showcase its solution, Arc-Two engaged Arketi Group to craft the product messaging, brand identity, a comprehensive sales deck, website enhancements, and go-to-market plan, including all awareness, sales enablement, and public relations activities. We aimed to launch Arc-Two's cloud-based solution at the 2024 AGA/EEI Spring Accounting Conference. With just five months to spare, we first set out to conduct an Uearth Workshop alongside Arc-Two's industry experts and technology leaders to better understand the new product's benefits, attributes, capabilities, and differentiators.

Arketi paired our workshop with in-depth research that identified similar solutions in other industries, their unique differentiators, market positioning, messaging, and share-of-voice in the public sphere. We then engaged directly with Arc-Two's customers and conducted guided, qualitative interviews to validate our findings.

Using our insights and research, Arc-Two and Arketi selected a name for the B2B SaaS solution: Arctek. This name was essential to the launch as it retained Arc-Two's established brand value, while providing a new venue for Arc-Two to market itself as an innovative technology provider with a deep understanding of the utilities industry.

INTRODUCING ARC-TWO'S ARCTEK

Our next step was to expand on Arctek's new name and build the foundational tools for our go-to-market launch. We accomplished this by:

- Creating a Messaging Playbook defining Arctek's message concept, elevator pitch, supporting statements, and value proposition.
- Building out Arctek's brand identity, including the product, logo, color scheme, iconography, and collateral templates.
- Enhancing Arc-Two's website with a refreshed information architecture, homepage, and new product-specific page for Arctek.
- Developing sales enablement tools to support the product launch at the upcoming tradeshow, including an overall tactical playbook, sizzle reel, press release, product data sheet, pre- and post-launch email campaigns, social media posts, and tradeshow booth.

“ We had a great conference thanks to Arketi's foundational legwork and support. Our product launch secured several initial demos and pilot programs that have helped us advance buyer engagement and sales.

ANN KOCH

Partner

Arc-Two

BUILDING SALES AND REVENUE MOMENTUM

As a part of our go-to-market strategy, Arketi helped Arc-Two first soft-launch the solution with a targeted email campaign to select prospects. This built momentum for our formal launch, including a national press release, demo, and kickoff at the Spring Accounting Conference. The combined effort ultimately garnered a total audience reach of 26.8 million. Plus, our sizzle reel video was presented to prospective customers at the tradeshow using a VR headset to maximize the visual impact of the new solution.

Most importantly, the feedback from attendees at the show was extremely positive, and Arc-Two is now conducting pilots with prospective customers, demonstrating strong initial interest and engagement. The launch campaign helped Arc-Two generate a sales pipeline of \$1.9 million, and the results serve as a testament to not only the product's value, but the messaging, branding, and marketing support backing it up.