

CASE STUDY

**Client:** NVISION**Location:** Glenview, Illinois**Industry:** Marketing Supply Chain and Logistics

The Big Story

NVISION needed to efficiently personalize its messaging at scale to engage and win key accounts as part of an account-based marketing (ABM) strategy.

The Client

[NVISION](#), a division of [North American Corporation](#), is a marketing supply chain and logistics leader based in the greater Chicago area. From printed collateral to store signage to point-of-purchase and promotional items, NVISION optimizes the creation, procurement, fulfillment, and distribution of the touchpoints that bring brand marketing to life.

The Challenge

NVISION is an expert at making the most complex aspects of marketing operations and logistics simple, efficient, and built for success. But when it came to creating an efficient marketing framework that their highly independent sales reps could use to personalize their engagement with target accounts while still keeping their broader messaging aligned, NVISION had reached a bottleneck.



“They’re invaluable to the business development process. Campaign Stars just makes you so much more viable to your potential clients.”

— **John Powers**, Senior Director of Business Development, NVISION

Looking to establish trust and leadership around its relatively young brand, NVISION needed to personalize its messaging in ways that highly resonated with each individual stakeholder at its key accounts by speaking to the real, on-the-ground needs of its targets.

What's more, NVISION needed robust and reliable data not only to track the results of its campaigns, but also to identify the key personas most likely to buy from it so it could fine-tune its messaging and optimize its sales team's outreach for cost and time.

Searching for expert help of its own, NVISION turned to Campaign Stars.

The Solution

Campaign Stars took the time to fully understand NVISION's unique voice, perspective, value propositions, and goals for the fiscal year. Then, Campaign Stars hit the ground running.

To help NVISION unify its messaging and value propositions, and to identify and understand its true target buyer personas, Campaign Stars executed its Strategy Pack, Persona Pack, and Survey Based Lead Generation solutions, creating a highly organized and easily customizable framework for NVISION's demand generation engagement.

"Campaign Stars showed us how to fine-tune our messaging to create content that makes us a viable player in the space," says John Powers, Senior Director of Business Development at NVISION. "It gives us the credibility to tie our messaging into current day challenges that CMOs are experiencing. They weave our story into the broader conversation and, ultimately, attach a solution to it."

Then, Campaign Stars set to work creating a simple, easy-to-use, turnkey process for content creation, approval, and delivery to increase campaign velocity and ease the workflow bottlenecks burdening NVISION's internal marketing team. "To get things

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done in a timely way before, I had to pull people off of other projects. Not with Campaign Stars,” Powers says. “They give us another layer of support.” With creatives, project managers, and experts in a whole suite of popular marketing automation software on staff, Campaign Stars provided the experience, structure, and intellectual expertise NVISION needed to rapidly ramp-up its marketing efforts. “I still do the stuff I’ve always done,” says Powers. “But now, with the formalized program structure from Campaign Stars, we do much more, and do it much, much faster.”

Thanks to Campaign Stars, NVISION is now executing and deploying highly efficient campaigns, and landing meetings with key stakeholders at its target accounts. “We schedule more appointments, we make them more meaningful, and we’re asking the right questions,” Powers says.

That’s the logistics of marketing done right, the Campaign Stars way.

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