

# FIELD MARKETING

Case study **COMMVault** 

## THEIR CHALLENGE

Commvault is a data protection and information management software company, they assist organisations with data backup and recovery. They had a requirement for senior marketing resource on to cover the UKI Field Marketing role. They needed an experienced marketer to take ownership of the regional marketing plan at a strategic level and support with tactical execution of marketing activities.

## OUR SOLUTION

We deliver the role as a service with a blend of strategic planning and operational management and execution. This gives Commvault scale to flex resource depending on their business requirements.

Our service includes developing new campaigns to meet regional goals, building local sales relationships and owning the delivery of all regional marketing activities including events. We are responsible for inflow analysis and reporting and manage the local budget to ensure effective delivery against KPIS.

We are a fully integrated member of the marketing team and are seen as trusted advisors. We add value through our experience, insight and best practice methodologies.

## BENEFITS

- ✓ Hit the ground running on day one with experienced resource
- ✓ A safe pair of hands to take complete ownership of the role
- ✓ Our team's combined experience has helped evolve the function and improve lead results
- ✓ We are a fully integrated member of the team, with full system access
- ✓ We scale up when they need us most, and reduce resource when they don't

### YELLOW SPIDER SERVICE

- Regional marketing planning
- Sales relationships
- Partner marketing planning
- Digital campaign management
- Event management
- Lead and pipeline reporting



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