



Selected Case Studies of Greenway Marketing | Business Development Engagements

Multi-office/Multi Market Sector

A regional firm with 6 offices and 4 market sectors engaged Greenway Group first to help develop the firm's overall strategy plan. The core marketing strategy resulted in an initiative to develop a branded delivery method that supported the diversity of geographic and 4 market sectors regardless of the office locations. Once the initiative was approved, it became apparent the current marketing and business development organizational structure did not support its implementation. Greenway developed a marketing and business development organizational structure including role descriptions and success measures to align the office leadership with the corporate framework. Greenway also conducted an internal and external market assessment of current and past clients.

Healthcare Firm

After completing a rebranding effort, a multi-office healthcare practice found they did not have the business development organizational structure and process in place for effective implementation.

Greenway developed a key metric dashboard based on best in class firm benchmarks. Greenway also conducted an internal assessment of the business development strategy and developed a defined business development structure including roles, responsibilities and success factors and the alignment with Client Relationship Management and a targeted account strategy planning supported by sales tracking software.

National Retail/Hospitality Practice

Greenway was retained by a national retail and hospitality firm with six studios offering both competitive and complementary services as well as business development teams. Greenway developed an overall organizational structure that defined focused sales responsibility by industry and studio. The assignment included developing roles, responsibilities, tracking and a customized go-no go strategy and an internal communications format.