Case Study: Corelis Inc.

CPU Testing Software & Hardware

Leading The Transformation of a Global Brand

The Challenge
Think marketing a Snoop Dogg action figure was tough? Well not so much since it was featured in the music video with the big-name rapper and sitting next to Snoop on the Jay Leno Show.

What is challenging is reaching, engaging, and capturing the attention of electrical circuit board designers and test engineers.

The Goal
Corelis' first goal was to refresh the entire company branding and re-position Corelis as the global leader for bus analysis, embedded test, and JTAG Boundary-Scan software and hardware solutions. A three-year goal target was to generate more quality leads, increase profit in year one, and become profitable in year three. In addition, focus on operationalizing CX strategy through governance, workflows, and cross-functional coordination, to bring the voice of the customer to new product development and innovation.

The Solution
To achieve these goals, I executed research and analysis with SWOT analysis, competitor analysis, historical sales data, and market research, including keyword research, and a focus group. Once I analyzed all the data, I was able to identify Corelis' target customer demographics, industries, vertical industries, behavioral patterns, needs, problems, desires, interests, goals, and other information.

The Execution
This data gave me an in-depth understanding the company and its products and services, the target marketing, audience, and ability to start crafting audience personas. I revamp all branding assets, customize messaging for the website, media kit, data sheets, product videos, sales material, posts, and display ads, by customer personas and industries, as well as repositioned Corelis' products and services in a global market. Including the refresh of the website, social media channels, produced a commercial, and designed an augmented reality mobile app featuring their new product.

Traffic Audience Overview
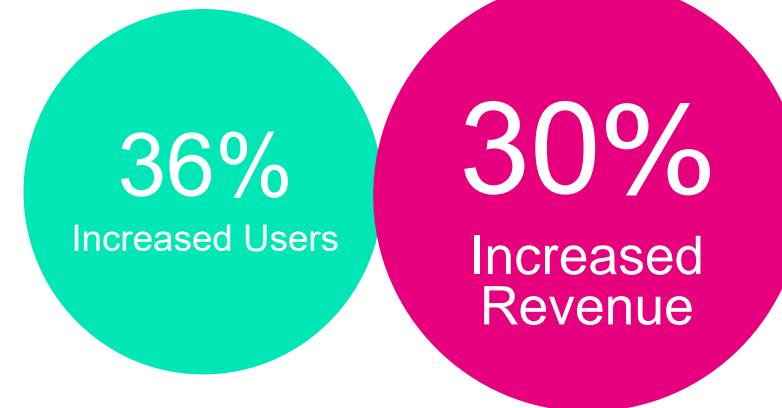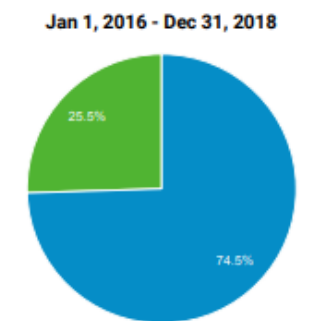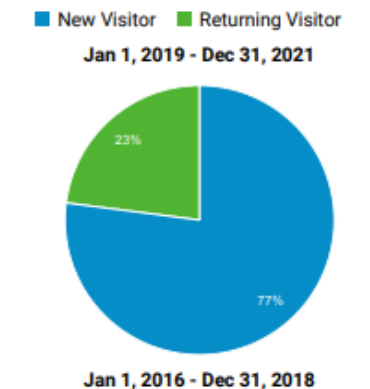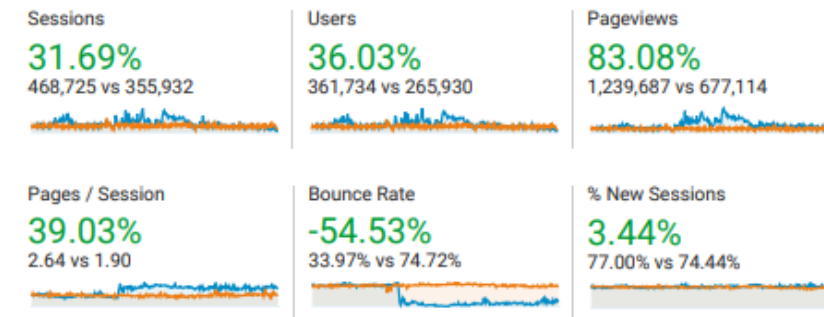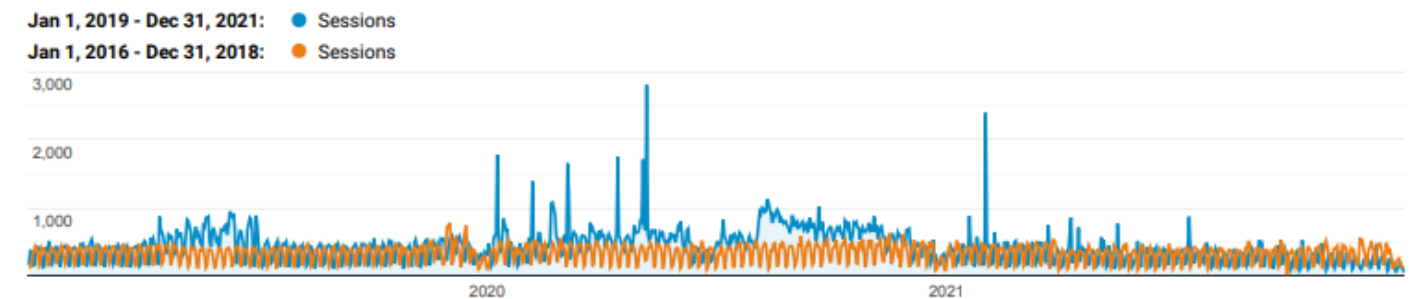
Results
• Generated 30% increase in revenue the first year, year two become profitable, and increase revenue an additional 30% in year three
• Saved Corelis 65% in marketing budget by managing and executing all marketing jobs and tasks in-house.
• Improved quality of website traffic • Increased Pageviews by 83% • Increase Users by 36% • Increased Sessions by 31% • Increased Pages/Session by 39% • Decreased Bounce Rate by -54%
• Improved MSQ & SQL lead quality, decreased waisted budget, and time by reaching qualified prospects
• Guided R&D, and product development through focus group to develop a cloud-based product that will suit the needs of the target customers
• Designed and launched a new customer support website delivering an improved customer support and CX, which help achieve two major industry certifications, the CMMI Appraisal at Maturity Level 3, and the AS9100D & ISO 9001:2015 Certification, that positions Corelis in the industry for the highest quality management & global standard exemplifying quality and trust.