

CASE STUDY

GTM, brand, and RevOps transformation for a highly-respected Microsoft partner

TM Group was already a strong business with deep Microsoft Dynamics expertise and long-term client trust. But their go-to-market system had not kept pace with how buyers evaluate partners today.

They brought Mavenray in to tighten focus, clarify the story, modernize the brand and website, and improve the operating structure behind marketing

and follow-up. In the months that followed, qualified lead volume increased in a priority vertical, opportunity size grew, win rates improved, and time to close dropped. The site also supported the largest deal in the company's history. Not long after, TM Group was acquired.

THE CHALLENGES TM GROUP FACED

They were strong in delivery, but the go-to-market system was lagging

TM Group's work had matured. Their go-to-market system had not. The problem was not capability. The problem was how the business translated that capability into confidence for new buyers, and consistency for the team

Tools and reporting made execution harder than it should be

Their systems were fragmented. They were using Microsoft Dynamics and ClickDimensions, but visibility was limited. It was difficult to run campaigns cleanly, track behavior reliably, and see what was working without extra manual effort. HubSpot was already on their radar, and it became clear that a more unified platform would remove friction and improve execution.

Marketing struggled to create momentum

Marketing activity existed, but it was missing deep insights. The message was not tight enough to repeat. The proof was not presented in a way that reduced risk fast. The website did not guide priority buyers toward the next step. Even when interest was there, conversion and follow-up were not as consistent as they needed to be.

Sales confidence was slipping

Sales teams hesitated to send prospects to the website or rely on existing materials. It was harder to make a clean first impression, especially in larger, more complex deals where buyers want quick proof and a clear point of view.

HOW WE HELPED BUILD MOMENTUM

An extension of the team, not an outside vendor

TM Group did not need a big agency. What mattered was steady momentum, good judgment on priorities, and hands-on execution. The support functioned like an outsourced marketing team paired with a growth advisor. Most weeks were spent building and launching real work, then stepping back with leadership to keep direction clear for the next quarter.

Execution first, strategy in service of execution

Momentum came from shipping. Website improvements, campaign assets, conversion paths, sales materials, and the operating structure behind marketing and follow-up moved forward in parallel. Strategy sessions were used to make decisions faster, align stakeholders, and prevent the next set of initiatives from drifting into low-impact work.

Attention to the details

Many issues were not “big problems,” but they created friction over time: unclear messaging, broken paths, inconsistent follow-up, weak proof placement, and small gaps between sales and marketing. Those items were surfaced early, tightened quickly, and kept aligned so progress did not get lost in handoffs or one-off decisions.

Turning new directions into fast market moves

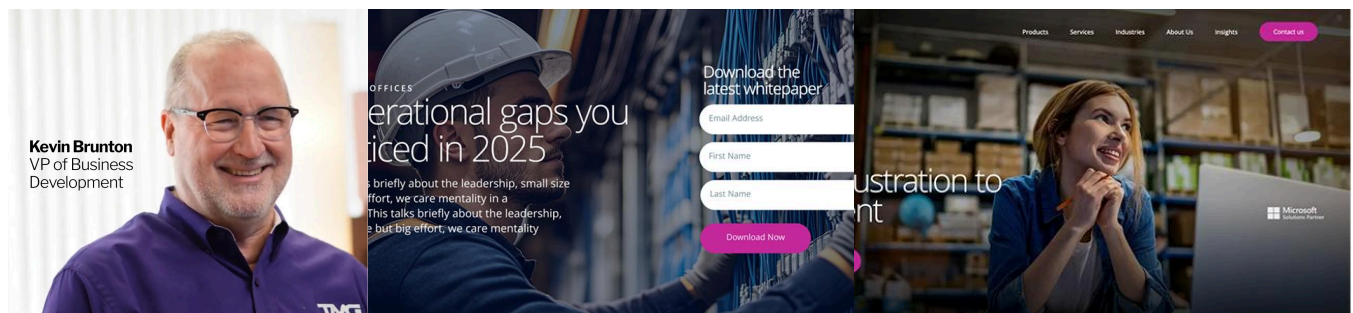
As new initiatives came up, including expanding training, they were translated into practical digital solutions that could get into the market quickly. The goal was not to build a perfect system on day one. The goal was to launch the simplest version that could work, get proof, then build from there.

Work done in sync, because it is one system

Brand, website, campaigns, and RevOps all affect each other. Keeping them connected made it easier to avoid waste, skip features that were not worth the cost yet, and focus only on what needed to be true to drive performance now. Execution came first. Proof came next. Expansion followed.

Raising the bar on clarity and credibility

TM Group already delivered high-quality work. The shift was making that value easier to see. Clear language, stronger proof, and a modern first impression change how quickly buyers trust what they are seeing, and how confidently they take the next step. In a crowded market, that is part of customer acquisition



Applying L.E.V.E.R.

LEVER is the GTM operating system used to diagnose where growth is being held back and what to fix first: Locate, Enable, Value, Engage, Retain. Not every engagement requires equal work across all five levers. For TM Group, the biggest lift came from Value and Engage, supported by selective work in Enable, with lighter validation and reinforcement across Locate and Retain.

LOCATE

TM Group already had a mature view of their market and where they win. The work here was not to reinvent segments, it was to validate the direction and sharpen it to the buyer level. The goal was to get specific about the decision-makers that matter most, what triggers urgency, and what proof they need to feel confident. That buyer clarity became the foundation for messaging, the website structure, and the conversion paths that followed.

Already true: mature market focus, strong presence in the segment

What was added: prioritized high-value buyers and decision-makers, clarified triggers and proof needs

What changed: messaging and site paths aligned to priority buyer groups

Signals monitored: fit of inbound, conversion along priority paths, sales confidence in ICP clarity

ENABLE

Momentum required a stronger operating foundation behind marketing and follow-up. Fragmented tooling and limited visibility make execution slower, and they make it harder to learn what is working. Enable work focused on cleaning up how demand is captured, tracked, routed, and reviewed so the new story could perform consistently. This was selective, but it mattered because it reduced friction and made performance easier to manage quarter to quarter.

Core need: make execution consistent and measurable

What changed: improved infrastructure, cleaner lifecycle logic, more reliable reporting and follow-up structure

Signals monitored: lead flow health (stall points), follow-up consistency, reporting confidence

VALUE

TM Group's delivery was strong, but the value was not obvious fast enough to new buyers. This lever focused on tightening the story, modernizing the identity, and structuring proof so confidence builds quickly. The aim was simple: make it easier for the right buyers to understand what TM Group does, why it matters, and why they should trust it, without needing a long explanation from sales.

Core need: make the value clear and repeatable

What changed: positioning and narrative tightened, proof surfaced earlier, identity modernized, sales and marketing aligned

Signals monitored: focus vertical opportunity size (+40%), engagement with proof assets (proxy), quality of conversations

ENGAGE

Engage is where the story turns into action. The website and campaigns needed to guide priority buyers to proof and a clear next step. This lever focused on rebuilding the digital experience around buyer paths and conversion actions, then supporting consistent demand plays that stack over time. The result was more traffic, more qualified leads in the focus vertical, and a cleaner path from first touch to sales conversation.

Core need: create first-touch efficiently and convert it into qualified conversations

What changed: website rebuilt around priority paths, conversion actions clarified, campaign structure supported the paths

Signals monitored: website traffic (+43%), focus vertical lead volume (+37%), funnel health (visit → convert → qualified)

RETAIN

Retention was already a strength. TM Group had strong client relationships and trust built over years. The work here reinforced that strength through client-facing experiences and infrastructure that keeps clients engaged. Support for the Vision 2025 event and training registration functionality helped create more structured touchpoints for ongoing education and nurture, without turning retention into a heavy new program.

Already true: strong relationships, trust, and long-term client engagement

What changed: Vision 2025 event support, training and registration functionality to enable ongoing education

Signals monitored: registration and attendance (if tracked), follow-up actions, training enrollments or repeat participation

OUTCOMES THAT MADE AN IMPACT

Priority vertical lead volume increased by 37%

After the new story and buyer paths were in place, lead volume rose in the focus vertical. This was not just “more leads.” The goal was to drive more of the right conversations, from the right buyers, through a path that made it easy to understand fit and take the next step.

Stronger first impressions and clearer positioning for priority buyers

Cleaner conversion paths designed around how buyers evaluate partners

Better alignment between what marketing attracts and what sales wants to pursue

Focus vertical opportunity size increased by 40%

Opportunity size grew in the focus vertical as the story got tighter and proof became easier to find. Larger deals are rarely the result of one tactic. They tend to show up when value is easier to understand, risk feels lower sooner, and the company looks like the right partner for complex work.

Value communicated more clearly, with proof placed earlier in the journey

Better buyer fit through sharper decision-maker focus

Sales conversations starting from a stronger baseline of credibility

Opportunity lose rate dropped by 60% (68% to 27%)

The lose rate declined sharply. That signals more than better selling. It usually means better fit, better qualification, and fewer deals entering the pipeline that were never winnable. It can also reflect a more confident, consistent story that helps buyers decide faster, instead of dragging out uncertainty.

Cleaner alignment between targeting and what the team is built to win

Stronger proof and clearer narrative reducing buyer hesitation

Improved process discipline and follow-up consistency supported by better systems

Opportunity days to close dropped by 55%

Time to close fell materially. Some of that is process. A lot of it is clarity. When buyers understand the value sooner and can access proof faster, the cycle compresses. A cleaner handoff between marketing and sales also reduces stall time that often goes unnoticed.

Buyers getting to confidence sooner (story + proof + fit)

Less friction in conversion and follow-up

A clearer path from first touch to sales motion

Largest deal in company history

Not long after the rebuild, TM Group closed the largest deal in its history. The win was not attributed to a single page or campaign. It was the result of the full system working together: a clearer story, stronger proof, a more credible first impression, and a website that made it easy for the right buyer to understand fit and take the next step.

The site functioned the way it should in a modern services sale: it reinforced confidence, answered questions before sales had to, and helped the buying team align internally. Instead of acting like a brochure, it became part of the sales motion. When the moment came, the brand and digital experience supported the close rather than getting in the way.

Summary:

Turning Brand and RevOps Into a Growth Lever

TMG had the expertise, team, and client relationships of a top-tier technology partner. What they needed was a brand and commercial system that matched.

By sharpening their message, elevating their identity, and building a scalable marketing infrastructure, we helped TMG step confidently

into the next phase of growth. Sales teams are more confident. Marketing is more productive. Buyers are responding. And for the first time, the external brand reflects the true capability of the firm.

This is what it looks like when brand and revenue operations align to unlock growth.

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