



CASE STUDY



Kisler Group Empowers
GuidePoint Security by
Optimizing Marketing Ops





GuidePoint Security is a cybersecurity solutions and services provider that takes a custom, white-glove approach to assess an organization's specific security challenges, evaluate their cybersecurity ecosystem, and recommend tailored solutions that deliver. An elite team of cybersecurity engineers, architects and consultants work together to be a single point of contact for a wide range of cybersecurity services and technologies. As a product-agnostic organization, GuidePoint Security focuses solely on recommending and integrating solutions that are the best fit for their customers.

Challenge



as a corporate office. Their small corporate marketing team is responsible for all brand marketing efforts, providing thought-leadership, determining the lead flow process, and strategizing ways to effectively move customers through the sales funnel.

Essentially, one person is responsible for all the marketing automation for the regional and corporate offices, a job that includes establishing email best practices and workflows, coordinating with the DevOps team, and ensuring that their sales and marketing teams are in alignment. This also means that Marketo and Salesforce are properly set up and integrated to streamline business processes.

Sam Erdheim, VP of Marketing, was concerned that was too much work for one person. Additionally, he wanted his Marketing Operations Manager to be able to spend more of her time doing strategic work, and less time taking tactical, direct asks from the different regions.

"Basically, we had a single point of failure. We needed a backup," said Erdheim.

That's when Erdheim decided to reach out to Kristy Buige, Co-Founder/RevOps Consultant of Kisler Group, a business process consulting group specializing in Salesforce and Marketo.

Solutions



Erdheim had collaborated with Buige at two previous organizations, where she had consulted on Salesforce initiatives from a process standpoint and helped build out CRM and marketing automation processes from scratch.

"Kristy has both the tactical and strategic knowledge, knows the ins-and-outs of Salesforce and Marketo, and has an in-depth understanding of sales and marketing. She and her team bring a unique value to the equation, and are able to align business processes to help organizations like ours move forward."

Kisler Group was brought on to optimize Marketo, automating newly established processes and to support existing campaigns; provide regional support – building out dashboards and reports to increase visibility into sales-ready leads; and to conduct employee training and create documentation to ensure ongoing success.

Kisler Group is in the process of creating a corporate marketing dashboard, as well as dashboards for each region, to provide tracking and reporting. This system automatically notifies the sales team so they can take the appropriate email actions to follow up with leads and ensure that nothing falls through the cracks.

The team also provides on-call support for any technical issues, providing GuidePoint Security with the backup they need when issues arise.

Additionally, Kisler Group has helped support the development of streamlined sales and marketing processes, and have furthered the adoption of those processes by providing extensive training and documentation so employees across all regions and departments are following the same protocols.

Results



Previously to working with Kisler Group, GuidePoint Security didn't have comprehensive reporting or alerting; they lacked formalized training and documentation; and were missing the vital backup support they needed. Today, they are well on their way to aligning their people, processes, and systems to increase efficiency, convert leads, and drive revenue.

"Peace of mind is hard to quantify," said Erdheim, "but Kristy and her team have really given us that."

If your business is looking to streamline and simplify business processes, improve revenue operations, optimize your CRM and marketing automation tools, and increase productivity, Kisler Group is here to help. Visit our website at kislergroup.com or contact us today. We'd love for you to be our next success story.

"Kristy is a trusted resource who has proven herself over and over again. I consider her the standard of what vendor relationships should be. She has our best interests at heart, is honest, acts with integrity and is super sharp. I highly recommend her and her entire team."

— Sam Erdheim, VP of Marketing