



twogether **martech**
Marketing that brings technology to life



Our purpose

Our marketing experience is fundamental to our technology expertise.

We're marketers just like you, so we understand what you need:

Analytical, data-driven insight, enabled through a customer centric martech stack.

A results led, storytelling approach to influence customer behaviour.

And strong commercial awareness.

To help you, turn your marketing cost centre into a profitable one.



Doing it for ourselves

Improving efficiency

The challenge: To eliminate many duplicated, systems and create a single source of truth to ensure consistent, reliable and efficient delivery of what's most important; excellent customer experience.

twogether creative has grown rapidly in a few years from 20 people to just over 85.

This growth was due to the high-quality work and lasting relationships established by the teams. These strengths would need to continue with any changes made.

Previously, teams tailored the experience to each client. But this made it difficult to work efficiently in areas such as:

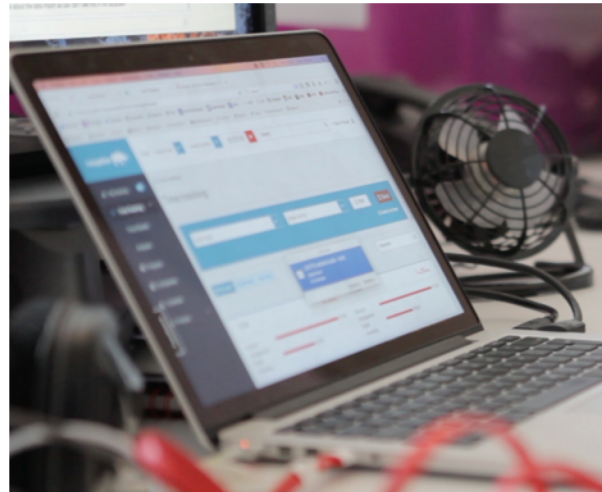
- Invoicing
- Reporting
- Management
- Resource allocation
- Time management



Moving home – migration to the Cloud



The technology...



www.wearetwogether.com

“Salesforce helps us to manage our teams more effectively, so they have more time to focus on our customers and deliver the consistently excellent service that is our trademark.”

Richard Sapsed

Operations Director, twogether creative

Creating a central source of truth provides the analysis and insight for consistent reporting and effective resource management

Salesforce.com is more than just a CRM. It's capable of providing a full ERP solution, if needed.

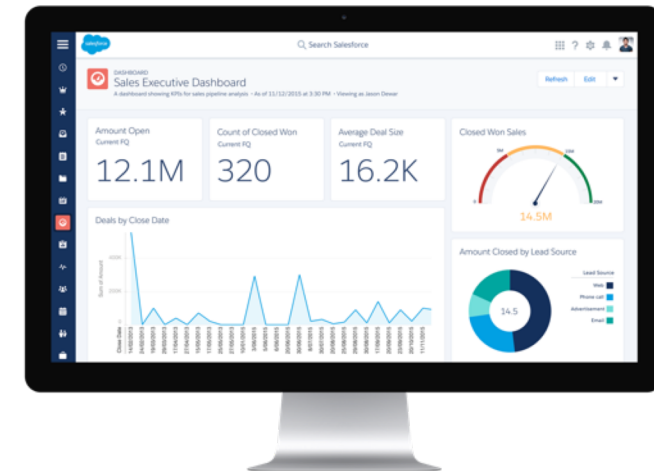
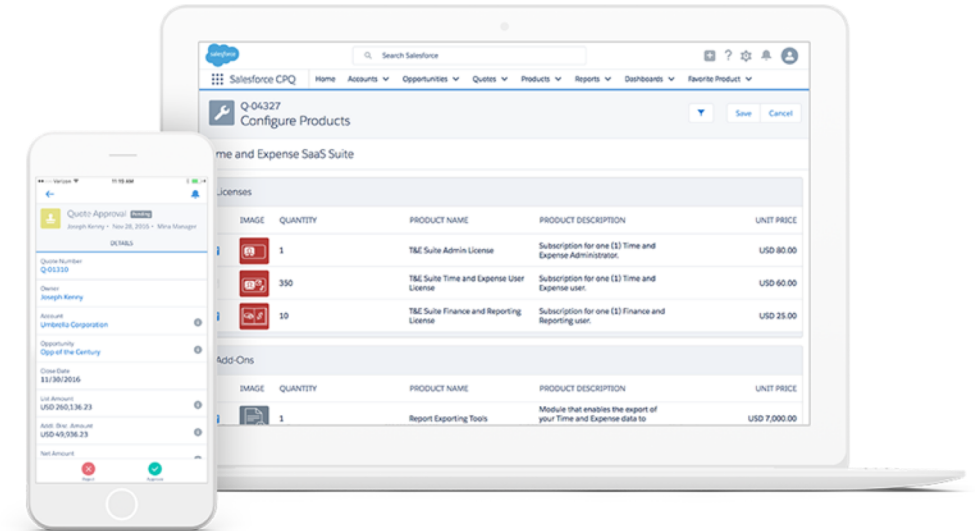
The migration involves a three-stage process – Preparation, Implementation and Consultation – to identify particular business requirements. For twogether this included:

- Upskilling in-house teams
- A fully-customised solution to allow the company to adapt quickly to changing demands

The result

The business response to the cloud platform is overwhelmingly positive.

- Overall efficiency is significantly improved (by 15%), resource wastage reduced (by 20%) and administration time cut (by 32%) allowing teams to focus more on client projects
- Management has the insight for accurate forecasting and flexible resource management
- Teams continue to provide the tailored service for which twogether is known
- Customer experience will improve further with planned expansion into the Service Cloud and Community Cloud
- Awareness of the business has been raised – by innovative and targeted campaigns run through the cloud by the internal marketing team



Award winning efficiencies

MARKETING COMMUNICATIONS AGENCY OF THE YEAR

