

Turning Market Insights into Messaging that Resonates

THE BUSINESS PROBLEM

Connection, a global technology solutions provider, first approached Cascade in 2018 to conduct a research project to understand their market and buyers better. Once the research was complete, they asked us to activate those insights by rewriting their website messaging to better align with their target personas. This collaboration grew into a comprehensive overhaul of more than 20 website pages, including creating dedicated landing pages for each of their core consulting services.

THE SOLUTION

Since our initial engagement in 2018, our collaboration with Connection has expanded significantly. We've partnered to create dozens of blog posts and thought leadership pieces across a diverse range of industries, including retail, IT, manufacturing, and healthcare. In addition, we have updated various web pages, written case studies, assisted with podcast production, and provided ongoing marketing support.

This successful partnership has developed into a long-term engagement that remains active today. Currently, we provide ongoing marketing support, including:

- **Content strategy and creation:** Developing a wide range of content such as blogs, podcasts, case studies, updated website copy, and thought leadership materials.
- **Campaign management:** Managing their content calendar and assisting with marketing campaign coordination.
- **Strategic guidance:** Providing ongoing marketing consultation and support.



Cascade took the time to understand our vision, objectives, and past challenges, gaining our trust and enabling them to augment our team. Matched with their creativity and willingness to craft compelling stories, they delivered exceptional assets.

Ryan Spurr, Manufacturing Strategy Director

WHY CASCADE?

Our deep understanding of B2B tech buyers – their constraints, priorities, and decision-making processes – enabled us to craft compelling website messaging that resonated with Connection's target audience. This expertise, honed through extensive experience in the tech industry and dedicated research on B2B buying behaviors, allowed us to address their specific needs and concerns. By understanding the nuances of individual B2B tech personas, we were able to write directly to key decision-makers, aligning with their unique concerns, needs, and motivators to create highly impactful messaging.



Cascade Insights is a true partner. Whenever we have encountered a need or a problem, Cascade Insights has used their creativity, flexibility, and expertise to help us get to a solution. Connection has worked with Cascade Insights for years and we have always been impressed with their performance.

Jeff Frank, VP Marketing

Cascade has been our go-to for formulating messaging for new initiatives, developing web content, and supporting our blog and podcast channels. They're a fantastic team of knowledgeable professionals with a depth of experience in industry and marketing best practices that help deliver results.

Jill Godett, Brand and Integrated Marketing Director