CASE STUDY · MARKETING & SALES DEPARTMENT

Building marketing and sales for two B2B brands at *once*.

Advensus brought us in to build marketing and sales for two companies at the same time: its nearshore contact center and Nearshore Teleservices, its infrastructure partner for contact centers.

CLIENTS	INDUSTRY	ROLE	PERIOD
Advensus · Nearshore Teleservices	**Contact centers & BPO infrastructure · B2B**	**Director of Marketing & Sales**	**Jul – Dec 2023**

+35%
revenue and digital visibility

2
B2B brands run at the same time

6
months

The challenge

Advensus offers customer care and contact center services to fintech, retail, healthcare and other industries. Nearshore Teleservices builds and manages the sites and infrastructure that contact centers run on, in the Dominican Republic, El Salvador and Trinidad & Tobago.

Neither brand had a dedicated marketing and sales department: no structure, no clear owners and no reporting to show what was working.

What we did

Department structure
Designed one marketing and sales function from scratch to serve both brands: roles, responsibilities and owners.

Two brands, one system
Separate positioning and messaging for each company, run on shared workflows and calendars.

Reporting
Built the reporting that let leadership see results for each brand and decide with numbers.

Integrated strategy
Cross-channel strategy connecting digital visibility with the B2B sales pipeline.

Results

- **A working marketing and sales department where there was none**
- **+35% in revenue and digital visibility**
- **Two B2B brands managed in parallel with clear owners and reporting**

Want results like these?

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