

Situation

Founded in 1995, ECCO Select is a talent acquisition and advisory consulting company based in Kansas City. The company serves both the commercial and government sectors with staffing, IT strategy and training.

Despite the work of the company's three-person marketing team, President and CEO Jeanette Prenger was not satisfied with the team's progress and wanted to boost ECCO's external marketing. Hoping to start with a clean slate, Prenger signed Crux to serve as the company's outsourced marketing arm.

Strategy

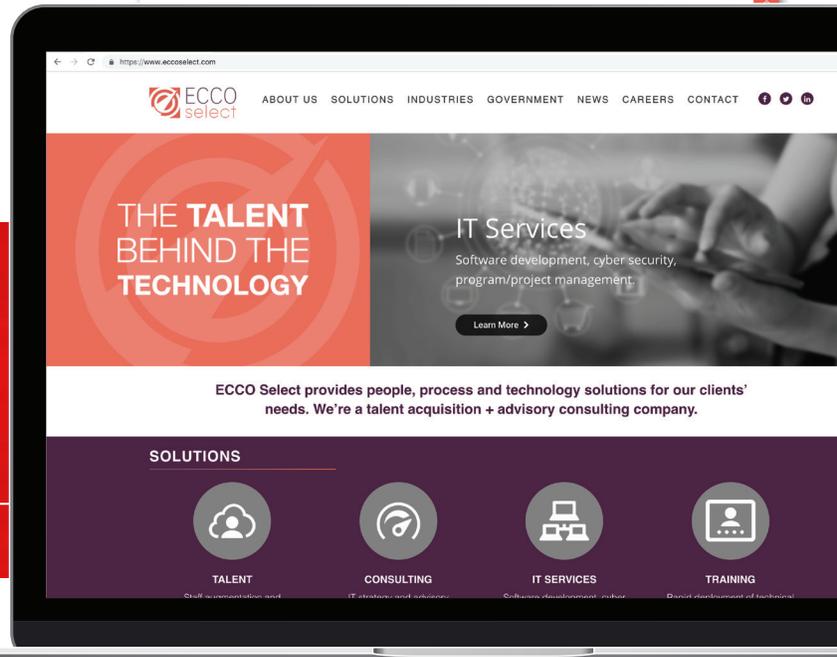
Crux began by refreshing the ECCO brand and completely re-writing the company's messaging. That new brand and narrative were implemented in a website re-design, along with a steady drumbeat of fresh content, including regular blogs and press releases. That new content then fueled a stronger social media presence for the company.

From matching ECCO's signature purple to updating the logo mark and service lines, Crux established consistency across all materials, including business cards, case studies, ads and pitch decks. This allowed the company to continue building a strong presence in the markets they serve.



“I’m very proud of the ECCO brand and it’s evolution by the Crux team.”

Jeanette Prenger, President and CEO, ECCO Select



case study.

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COMPANY OVERVIEW

SOLUTIONS

- TALENT**
Providing you with IT experts on demand, we can place the right talent in the right position—when you need them:
 - Contract
 - Contract-to-hire
 - Permanent
- CONSULTING**
IT Strategy – We leverage established industry-driven IT practices and design principles to effectively implement solutions that enable the critical functions of your business.
Advisory – Some business challenges are too large to tackle alone. Our experienced consultants can help you:
 - Assess organizational maturity
 - Identify and implement business process improvements
 - Prioritize projects to transform operations at the right speed for your business
 - Build business case and change management plans
 - Support people, process and technology transformation
- IT SERVICES**
Software Development – Methodology-agnostic, we're equipped to deliver solutions in a variety of software delivery methods, including Waterfall, Extreme, ASAP, Agile and Hybrid Waterfall/Agile.
Cyber Security – ECCO Select can help you build and sustain a healthy security program, while reducing risk and protecting your organization's privacy.
Program/Project Management – Let us assist in improving organizational performance. Whether your organization is embarking on a transformation initiative or needs sound oversight, visibility and structure to predictably execute programs, our team of PMI-certified experts can supplement your teams to ensure optimal outcomes.
- TRAINING**
Our experts will deploy learning tools, strategies and system knowledge to effectively train your staff on your organization's most critical technology investments.

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THE TALENT BEHIND THE TECHNOLOGY

Results

As Crux's first client, the engagement with ECCO Select truly defined the Crux "Third Door" model – an in-house marketing team, outsourced – with a CMO to build the marketing strategy and an experienced team offering executive-level strategy for less than the cost of a marketing manager (let alone an entire internal marketing team).

Crux was able to understand what ECCO was lacking with its previous internal team and conducted monthly meetings and tracked analytics to showcase results. The consistent, integrated approach was a home run for ECCO Select, amplifying its business presence and saving the company more than \$300K annually in salaries and benefits. The company's COO, Darren Prenger, announced in a quarterly company meeting that the company had never had stronger marketing, correlating ECCO's revenue spikes with the Crux marketing strategy.

Jeanette Prenger agreed, saying she appreciated having an alternative marketing approach: "I believed in Melea and the Crux outsourced marketing model and wanted to support her business as her first client. We still use all the marketing materials and the messaging they created for us, and I continue to get compliments. I'm very proud of the ECCO brand and it's evolution by the Crux team."

we get to the **crux** of the matter.

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Align Business Value with IT for a Better Business Plan

(This is the fifth blog in the blog series, "What Keeps C-Level Execs Up at Night," from Jeanette Prenger, president and CEO of ECCO Select.)

No longer just an ancillary or support function, a company's IT department now serves as a primary driver of business strategy—a true make-or-buy function within the enterprise. But if your IT strategy isn't aligned with your overall company goals, it's as if three tires on your car are heading in one direction and the fourth is in reverse.

To succeed, every IT project or initiative must find a way to add some level of value to the business. To do that, technology activities must be appropriately applied to company strategies in the right way at the right time—a state of perfect alignment. It's not only getting that fourth wheel out of reverse but accelerating it to the same speed as the other three.

But is alignment easier said than done?

A strategic gap

Make a spot for tech at the table

- 1 Brand Identity
- 2 Business System
- 3 Website
- 4 Case Studies
- 5 Blog Articles
- 6 Trade Advertising

ECCO select
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IT SERVICES **TALENT**
CONSULTING **TRAINING**

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