



Godfrey + Showpad = Client & Agency Success

CASE STUDY

GODFREY 

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”

Andy Hunt - Executive Creative Director, Digital, Godfrey



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ABOUT GODFREY

Godfrey is a fully integrated marketing agency based in Pennsylvania. Founded in 1947, Godfrey is one of the top B2B agencies in the United States. It is focused exclusively on the B2B market and provides a variety of services to its clients, from public relations to web development, content creation, branding, and more.

Godfrey's clients span across a number of verticals including construction, manufacturing, chemicals, and medical equipment. Most of them sell complex products or services and have collaborative buying cycles. For these reasons, the agency's clients looked to them for help and recommendations on how to improve their sales and marketing strategies. From there, it wasn't a big step towards sales enablement. And towards Showpad.

THE GODFREY WAY

"Once we have established a relationship with a client," explains Erin Michalak, Godfrey's Senior Vice President and Director of Account Service, "we become an extension of their team. We attend trade shows with them, support them, walk beside them, and help them identify new markets and new opportunities."

Andy Hunt, Godfrey's Executive Creative Director, Digital, adds, "We have a particular approach for how we work with clients. The early steps are about getting insights into who they are and how they operate. We want to learn about their business, their markets, customers, competitors and, most importantly, what their goals are."

"So when we talk to them about something like Showpad," he adds, "we do it within the context of understanding what they're trying to do. That's why we've had a good amount of success with presenting Showpad to our clients. We're not selling them a product, we're selling a solution with the understanding of what they're trying to do and the context of how it will benefit their business."

About Godfrey

- www.godfrey.com
- Full service marketing agency

Goals

- Provide an easy way for marketing to communicate the latest content to the sales team
- Implement an easy solution for sales reps to access content quickly
- Improve customer experience during sales presentations

Approach

- One stop solution with everything sales reps need to sell smarter, and close more deals

Results

- One solution to upload and organize content
- A dynamic approach to presenting comprehensive content and engage customers
- Enable sales reps to find the right solutions within seconds

ON PARTNERING WITH SHOWPAD

A few years ago, Godfrey began hearing from clients about a desire to mobilize their field sales teams and the need for a sales enablement solution or ‘mobile presentation tool’ was discussed. The agency researched the players in the market and believed Showpad was a highly credible solution.

“When we began to investigate opportunities, we had a specific client in mind that was addressing a pain point,” says Luanne Schreier, Godfrey’s Director of Strategic Partnerships. “We deployed a small team that began looking for options. That’s when we discovered Showpad.”

“At that time, most of our clients were still working with printed material,” says Andy. “They wanted to make the transition from paper to digital, but didn’t want to just go and hand out iPhones and iPads to their field sales teams without having a plan in place.”

THE SHOWPAD EXPERIENCE

Today, Godfrey has deployed Showpad for multiple clients, including building product manufacturers, who are selling to architects, designers and facility managers, and clients in the heavy equipment industry, who are selling through distribution channels.

“Showpad has proven to be very successful for our clients in a variety of industries, with vastly different products, audiences and supply chains,” says Andy. “Our account teams listen for client pain points and introduce sales tools or Showpad when it is an appropriate fit.”

“For some of our international clients, keeping data up-to-date is crucial,” he continues. “We hear stories where a \$100k product will sit on a ship or on a dock, and not be released to a distributor if the specifications do not align exactly to what’s on the bill of lading or bill of materials. So having the ability to give these folks the most up-to-date and accurate information is of extreme importance.”

“*We stay involved over the long-term to ensure Showpad is integrated with our clients’ other programs and initiatives.*”

■ Luanne Schreier - Director of Strategic Partnerships, Godfrey

Date Founded

- 1947

Location

- HQ: Pennsylvania, US
- Global presence

Industry

- Marketing Agency

When a client is ready to move forward, Godfrey initiates or helps them get started with a Showpad pilot. As the project begins, the agency uses its expertise and understanding of the client's market to determine the best approach for setting up the Showpad platform. Additionally, it has found that clients like to use Showpad at key events, such as trade shows or sales meetings, and to provide training to their sales organizations. On numerous occasions, Godfrey has traveled to these events and worked with Showpad to assist in the set-up for their clients.

"Because our goal is to help clients unify their marketing communications," says Luanne, "we stay involved over the long-term to ensure Showpad is integrated with our clients' other programs and initiatives."

PARTNERING FOR SUCCESS

Moving forward, Godfrey plans to continue to recommend Showpad when there is a demonstrated need.

"Our clients' needs have migrated," says Andy. "They have gone beyond the mere mobilization of field sales to a true sales enablement solution. It's about getting everyone on the same page. We're talking in those types of terms with our clients now. It's not just the sales and marketing teams that need this platform. There is just so much information out there, in so many different locations and digital repositories, that it's impossible to collect, organize and distribute content manually. There needs to be an alternative to give the folks back in the home office an easy way to keep it all updated."

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■ Andy Hunt - Executive Creative Director, Digital, Godfrey

He concludes, "When I presented Showpad to a client's field sales team at an event, members of the team were reluctant to switch from printed materials to this software platform. Essentially, they said their trusted print catalogs never crashed on them. However, months later they often came back and said how much they love Showpad." A sentiment that's been shared time and time again by Godfrey's clients.

ABOUT GODFREY

One of the largest B2B marketing agencies in the United States and a member of Worldwide Partners Inc., Godfrey specializes in helping manufacturers market themselves better. Godfrey blends customer insight, strategic consulting, brand management, advertising, public relations, digital strategy and skilled execution to produce unified marketing programs ideal for the B2B space. For more information about the spectrum of services Godfrey offers, please visit <http://www.godfrey.com/>, <http://www.linkedin.com/company/godfrey>, <http://www.facebook.com/GodfreyB2B> or follow @GodfreyB2B on Twitter.

ABOUT SHOWPAD

Showpad delivers the world's most powerful content activation platform — one that makes your content incredibly easy to find, present, share and measure. Showpad empowers businesses to deliver their content to the right audience at the right time with the most intuitive and robust content platform. With Showpad, sales and marketing teams work better together to engage with audiences, advance conversations, inspire loyalty and accelerate your business. The Showpad platform can be deployed quickly and scales for any company.