Case Study - Sustainability Consulting
Reaching a B2B Market with Sustainability Planning SaaS

THE CLIENT
Sustrana is a sustainability management and consulting company that helps companies design, plan, implement, and monitor sustainability programs. Sustrana consults with Fortune 500 firms, universities, and other large organizations. In addition, it provides a technology platform for small-to-medium-sized firms.

THE PROJECT
Many small-to-medium-sized firms do not have the funds to engage full consulting services. However, these companies still seek to implement thriving sustainability programs. To address this need, Sustrana developed an online platform that provided firms with “do it yourself” tools to help them build sustainability programs. Sustrana aimed to gain more traction in the B2B market and understand the best methods to reach potential clients.

KEY FINDINGS
The Fox MC team provided a B2B marketing and strategy plan. They conducted 17 interviews with professionals in consumer packaged goods and manufacturing companies, completed a survey with executives, and did extensive secondary research. As a result, Fox MC determined the following six customer needs:
1. Save money through improved compliance
2. Enhance brand reputation
3. Increase company value
4. Advance environmental objectives
5. Respond to internal/external pressures
6. Address market changes

RECOMMENDATIONS
Based on these findings, Fox MC outlined a buyer persona and a sales and marketing plan. They made recommendations to enhance the user experience on the website, and created a value-based pricing method.

RESULTS
Following completion of this project, Sustrana made significant investments in website development in accordance with the recommendations made by the Fox MC team.