



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

INDUSTRIES HAVE INDIVIDUAL AND OVERLAPPING DRIVERS



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.