



CASE STUDY ELEVATING TELECOM ONE WITH MKC AGENCY'S EXPERTISE



Client Overview:

Company : Telecom One

Location : Wisconsin

Telecom One stands as an unparalleled force in business communication. Simplifying convoluted communication and reducing overheads? That's their expertise. But beneath this excellence was an unmet need: A strong sales strategy.

The Challenge:

Despite their rich offerings, their sales department was navigating through a fog. The last time they welcomed a new lead felt like an age ago. Change was not just needed; it was imperative.

Discovering MKC:

When Megan reached out, Telecom One's CEO, Bill Linsmeier, was naturally skeptical. Their inbox was no stranger to cold outreach. Yet, few agencies genuinely grasped the intricacies of Telco. Even fewer could showcase tangible successes. However, Megan's deep dive into the telecom realm combined with tangible evidence of MKC's accomplishments had Telecom One reconsidering their stance and ultimately leaning into the opportunity.



Why MKC?

From the very first call, Megan floored Telecom One with her depth of knowledge, stemming from generic marketing perspectives and hands-on experience in the Telco realm. With a history of selling for multiple telcos and architecting both B2B and channel teams, Megan's insights resonated deeply. Furthermore, the candid conversations with a previous client of MKC's solidified Telecom One's belief. It felt like a breath of fresh air, a genuine beacon amidst the myriad of generic pitches and hollow claims. It wasn't just about choosing an agency – it was about finally finding a partner they could trust.

Laying the Foundation:

Before diving into advanced strategies, foundational resources were crucial. Telecom One needed robust marketing materials - from branded case studies to riveting whitepapers. MKC ensured these pivotal assets were crafted to perfection.



Implementation & Onboarding:

With resources, MKC introduced Telecom One to GlassHive, ensuring their CRM was robust and future-ready. While challenges arose, like the hurdles with Google Business, MKC tackled each with tenacity.

The Impact:

One month in, and the transformation was undeniable:

A surge in website traffic by 87%.

LinkedIn followers swelled by 84%.

A promising 1500 MRR was added to the pipeline.

Deepening Collaboration:

What began as an outbound engine focus blossomed into a multifaceted collaboration. Content creation, digital revamps, and continued guidance are just the start of this growing partnership.



Testimonials

“Megan has been a breath of fresh air. Great ideas with clear reasoning for the ideas. Creative, super communicative, and always responsive at almost every time of day. We interviewed several marketing firms before choosing Megan's and are very happy with our choice. Some of her very good ideas have been new to our processes, so when we have had questions, she has quick and concise answers on how we can best utilize the new ideas to generate positive marketing results. Thank you, Megan and your team, for all the support!”

- Andrew Ohlsson, Director of Sales, Telecom One

Looking Ahead:

The results, a mere month in, are already groundbreaking. But with MKC's expertise, Telecom One's deep understanding of their domain, and combined commitment to excellence, this partnership is only beginning to scratch the surface.

Stay tuned. An update to this case study is on the horizon, and we're confident the best chapters are yet to be written.