
2010 was their best year yet (of 20)

Who: Cleveland Design (www.clevelanddesign.com), Boston MA, Jonathan Cleveland, Founder & Principal

Positioning: Cleveland Design delivers smart strategic communications solutions with unmistakable visual style. Our focus is on developing long-term relationships and making sure we have a "seat at the table" with financial services and information companies.

Target market and clients: Large corporations in financial services and intelligent information companies, such as Fidelity Investments, Thomson Reuters, Old Mutual and other companies that perform in a global marketplace. Also maintaining expertise in the nonprofit market.

Challenge: When Jonathan Cleveland came to Marketing Mentor in 2006, he wanted two things: to secure more ongoing retainer work from large corporate clients, and to increase his firm's thought leadership role. His wish list included:

Time for marketing: *When can I do this? We are almost always busy and we talk constantly in production meetings about a direct mail piece, a new website... But it never gets done because no one has time to do it.*

Fresh work: *I know other small firms in town that are very popular, but they do marketing all day long, get a big shot, one-off, project and then they are out of there. This isn't my style. Given that clients never leave it's easy to be lazy but I want to keep new, fresh work coming in.*

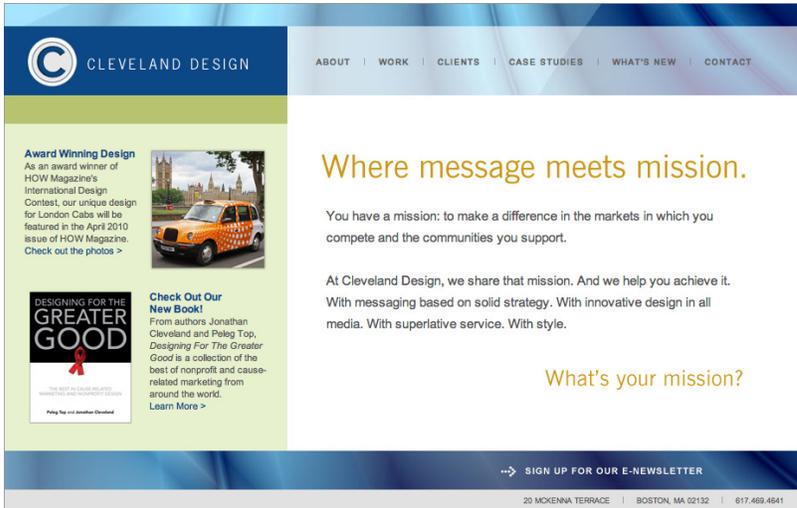
More profitable clients: *We would like some new select clients that will allow us outgrow the smaller clients that are not profitable.*

–Jonathan Cleveland

Strategy: Building on existing large corporate clients to find more within those companies, reaching out to explore and secure relationships with new divisions.

Tools implemented:

- Thought Leadership: writing, speaking
- Direct outreach campaign
- Valentine’s Day referral mailing
- Web site revamp



• Email newsletter

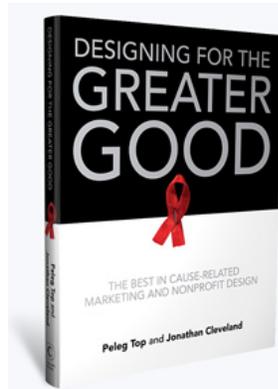


• Monthly calendar



Tangible results:

- Within 18 months, increased revenue by 35%
- Profits have increased by 20%
- Listed in "Top 20 design firms in the Boston Metro Area" 3 years in a row in the Boston Business Journal
- Interviews with various media outlets, including Philanthropy Journal
- Speaking engagements at: American Marketing Association's Non Profit Conference and Cause Marketing Conference
- Book from HarperCollins:



Intangible results and improvements:

- **More qualified leads coming through the website**
- **Less competition:**
"By expanding our clients under the same corporate umbrella, it doesn't feel like we're competing." –J.C.
- **Choosing clients instead of taking anything that comes along:**
"We are qualifying people better, so it often comes down to whether I want the project or I don't want it." –J.C.
- **Improved client's perception:**
"We are filling the role as a team member – not just a 'vendor' -- to the larger corporate clients and working on many aspects of accounts, instead of lots of small clients." –J.C.
- **Solid relationships with better clients:**
"We are now working with a much higher-level client base on larger, global-scale campaigns, compared to previous local projects. We have secured large campaigns for Fidelity Investments, launched the World Trade Center in Dublin and gained quite a few European clients, from Thomson Reuters, Grand Prix's around the world, the World Economic Forum, Davos Switzerland and others. These higher status campaigns have a value that is just as strong as increased revenue." –J.C.
- **Enhanced productivity by being smarter and more strategic and hiring freelancers**

Mindset shift: *“There is a stronger sense of where we are going and what our purpose is in the industry. I have an outlook that many things are possible, instead of thinking that “other” firms were getting all of the great press and great campaigns.” –J.C.*

Testimonial: *“During our time of working with Ilise at Marketing Mentor, we have seen results in many different forms. Ilise always said that this was about “sowing seeds” and not about getting a huge client in six weeks. If anyone had told me that in one year I would have a book come out from Harper Collins, debut the Thomson Reuters brand by wrapping dozens of taxis on the streets of London, create the marketing to open the new World Trade Center in Dublin, speak at 2 major conferences in the US, fly to London to visit clients and meet with vendors, and create a nationwide arts education campaign for Fidelity Investments...I would have asked them what firm they were talking about?? Certainly not mine! But all of that has happened, and more. We can’t thank Ilise enough for all of her guidance and support.”* **Jonathan Cleveland, founder and principal, Cleveland Design**

