Denovo

From Project Vendor to Strategic Marketing Partner

When Denovo hired its first marketing director, Witmer Group went from handling one-off projects to **carrying out a cohesive strategy across every channel.**

The challenge

Denovo has more than 20 years of experience delivering Oracle Fusion Cloud Applications, JD Edwards and E-Business Suite solutions that keep its customers' mission-critical systems running.

Denovo had worked with Witmer Group on tactical projects for years, but without an in-house marketing leader those efforts didn't add up to a cohesive strategy. Strategy, reporting and progress toward goals all needed work, and that affected Denovo's market positioning and brand visibility.

In September 2023, Denovo hired Samantha Whetstone as Director of Marketing. One of her first decisions was whether to keep working with Witmer Group. She saw the team's history with Denovo as a major asset to her new strategy.

What we did

By January 2024, Samantha had moved the relationship from **vendor and client to strategic partners**, with Witmer Group handling:

1. **Social media management.** Ongoing posting and community management that supported Denovo's positioning.

At a glance

Client
Denovo

Industry
Oracle ERP services: Fusion Cloud Applications, JD Edwards, E-Business Suite

Key contact
Samantha Whetstone, Director of Marketing

Partnership
Ongoing since January 2024, after years of project work

Services
Social media, event promotion, website management, landing pages, HubSpot management, collateral design, marketing strategy

2. **Event promotion.** Support for webinars and conferences, from promotion to follow-up.
3. **Website and landing pages.** Website management and updates, plus landing pages and other marketing tools for campaigns.
4. **HubSpot management.** Day-to-day management of Denovo's HubSpot account and CRM.
5. **Collateral and strategic support.** Design for case studies and collateral, and strategic support for Samantha's marketing initiatives.

Results

The partnership led to fast, steady improvements in how Denovo's marketing gets done.

- Creative ideas approved quickly and smoothly
- Flexibility on last-minute projects
- Work delivered on time, consistently
- Consistent, reliable communication

Most important, the partnership gave Samantha peace of mind and confidence that her new marketing strategy would be carried out successfully.

In their words

> *“It's important to have a partner who can deliver the many facets of marketing deliverables. That includes CRM management, website development, design, and consistent branding. Witmer Group not only met these needs but also exceeded our expectations. I couldn't be happier working with Kristina and her team.”*
>
> **Samantha Whetstone, Director of Marketing, Denovo**

Need a marketing partner, not just a vendor?

Witmer Group can carry out your strategy across every channel.

witmergroup.com