

# Taking an Industrial Service Company to New Heights

- One of the leading providers of industrial lifting and rigging equipment and services in the United States has been growing rapidly since 2004 through venture-funded acquisition and consolidation. G2M Partners has been working with them on a long-term client engagement since Sept. 1, 2010.
- With a national scale, more than 14 locations and 200+ employees already in place, the company needed to establish a marketing capability and build a national brand presence equal to its size.
- The company, backed by its strategic venture partners, brought G2M Partners in to help it build a marketing strategy, budget, working plan, vendor support group and then implement that plan in rapid fashion to drive “Business Acceleration.”
- In rapid order, a marketing strategy aligned with the business was in place, a new brand platform was developed, the new website was delivered (and is now nominated for an award) and new go-to-market processes, tools and technologies were engaged.
- The Result? Management, the investment partners and the company can see the results in an approach that delivers measurable, sustainable business growth.



*G2M Partners – Business Acceleration, Delivered.*

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