

Case study | MRM

Hero Renewables

The logo for Hero Renewables features the word "HERO" in a bold, black, sans-serif font with a horizontal orange bar passing through the middle of the letters. Below "HERO" is the word "renewables" in a smaller, black, lowercase sans-serif font. The text is centered within a large, light green downward-pointing triangle.

HERO
renewables

A better way to manage budgets, planning and all media assets

Hero Renewables

Hero Renewables are award winning renewable energy specialists.

They have a vision of a nation dedicated to sustainability in order to preserve our beautiful world for future generations.

Challenge

Hero Renewables was looking for a tool to help them better manage their budgets and plan all their marketing activities.

A centralised solution that is scalable across EMEA

Solution

Resolut MRM was implemented with an emphasis on the Budget, Planner and Dashboard modules. The Mediabank also provided the perfect place to store all marketing assets within easy reach for the company and its partners.

Result

The marketing budget is monitored by allocated, spent and actual costs for every activity. Dashboards provide an overall and a detailed view per activity and marketing channel.

“We had challenges in how to manage the marketing budgets effectively across the business and product groups. We also needed to gain a better understanding of all our planned marketing activities and efforts across the board. Resolut and their UK partner virtualROI helped us solve our challenges in a cost effective and scalable way. We now have a great MRM platform that is easy to use and helps us manage our marketing allocations and spend against every activity.”

Martin Murphy

Sales & Marketing Director

www.herorenewables.co.uk



Who we are

virtualROI

As a UK based digital marketing agency, our award-winning team has been providing expert advice and guidance on best practice digital marketing to businesses such as Level 3 and Red Hat since 2008.

We help our clients reach domestic and international channel and end-user markets with the provision of self-service and fully managed marketing services and solutions ranging from all-encompassing programmes to ad-hoc campaigns.

Our clients simply view us as a seamless extension of to their business and by working in partnership with our customers across the UK and internationally we build and maintain a transparent trusted advisor relationship at both a strategic and tactical level.

Resolut

"Resolut´s vision is to deliver a continuously improved marketing system for a million marketers." - Jonas Wörn, CEO, Resolut

Resolut delivers powerful tools for strong brands that wish to streamline their marketing efforts. From the headquarters in Stockholm, Sweden they have since 2000 developed products and services for strong brands and their marketing departments.

As passionate improvers of marketing, the company is constantly working to improve their products. Through continuous dialogue with clients, the team get to know customer needs and desires and develop the products accordingly.



Explore the benefits of Resolut MRM

W: www.virtualroi.com/mrm

E: info@virtualroi.com

T: +44 (0) 800 242 52 82

