



## HOW FORCIVITY FOUND A SERVICES PARTNER FOCUSED ON CONSISTENT STORYTELLING AND REPUTATION BUILDING

Steve Baines, Forcivity's founder and CEO, along with Director of Marketing, Molly McGee, knew it was time to evolve their brand messaging and marketing. Looking for the right formula to promote their expertise around Salesforce community solutions, they turned to York IE to help speak the language of the industry, but with a clear and distinct voice.

### WHO THEY ARE

Forcivity is a full-service Salesforce consultancy, system integrator, and SaaS company that helps companies build stronger relationships with their customers and maximize their technology investment. They vow to find the most optimal solution while ensuring the applied solutions are sustainable and manageable for their clients.

Forcivity understands common pain points other companies face when trying to align customers' business needs with standard Salesforce capabilities. They've worked in similar roles as their client base, so their solutions weren't theoretical but came from hard-earned experience. From architecture consolidation following an acquisition to building engaging communities, Forcivity has seen it all and can offer any Salesforce user a comprehensive, seamless experience.

### THE CHALLENGE

Facing a marketing vacancy for nearly six months, Forcivity knew they needed to expand from their established expertise to provide consistent messaging for building a solid reputation within the industry. They knew they needed a cadence for getting press and delivering applicable, interesting content to tie back to the services they produced.

Forcivity decided it was time to create a permanent marketing position. After attending a conference in 2019, the realization hit them that strategic marketing needed to be part of the equation while still continually staying busy building a great product.

Forcivity had a loyal following among its customer base but looked to expand awareness of its brand. There was an opportunity to tell their story more masterfully.

**"We had a mental picture in our head of who Forcivity was, but having the assistance from York IE to cohesively put it into words and practice has helped our efforts tremendously."**

STEVE BAINES, FORCIVITY'S FOUNDER AND CEO

## PARTNERSHIP WITH YORK IE

When York IE's Managing Partner, Adam Coughlin, met with Forcivity to review strategy and vision, it was clear a partnership was forming. They collaborated on a message hierarchy and brand voice project before attending Dreamforce 2019. It wasn't long after that they decided to enter into a more long-term relationship.

**"We found we could trust the York team to get done what they said they would with an easy back and forth iteration that proved we were on the same page. As a single person team, having someone to talk to, bounce ideas off of and feed me ideas, they felt like an extension of my own personal team."**

MOLLY MCGEE, DIRECTOR OF MARKETING

## APPROACH

As a leader in drumbeat marketing, York IE knew it was about telling a consistent story for Forcivity to gain traction as the leading experts in their field.

Offering a robust plan to increase brand awareness and elevate CEO Steve Baines' platform was the number one task. Forcivity understood their proficient technology solutions through and through, but they needed to take a market in approach and see the broader market ecosystem and where they stood within it. York IE looked to find their authentic differentiators through strong messaging, discipline, and consistency.

York IE knew they needed to create an informed point of view (POV) that was unique to Forcivity's ethos of being more than just consultants. By showcasing their credibility and personalized approach within the Salesforce consultant landscape, they could amplify their platform on a greater scale.

**"The relief of having a team behind us to activate consistent content with such reliance, knowing it'll be productive right out of the gate, was exceedingly beneficial."**

STEVE BAINES, FORCIVITY'S FOUNDER AND CEO

## THE RESULTS

The two sides worked closely on strategy, ongoing thought leadership, SEO content, social media, and media opportunities to reach their audience. With their knowledge in building B2B brands, York IE collaborated closely to become an extension of the Forcivity team. The results for Forcivity were validating.

**"The repercussions of our joint efforts were invigorating. We saw a 154 percent increase in website traffic and a 71 percent increase in Twitter followers within the first six months."**

STEVE BAINES, FORCIVITY'S FOUNDER AND CEO