

PRODUCT LAUNCH SYSTEM

FROM CHAOS TO COORDINATION: HOW A STRUCTURED LAUNCH PROCESS DROVE \$8M IN FIRST-YEAR SALES

CASE STUDY 01 — KIMRAY, INC.

Manufacturing | Oil & Gas Control Equipment

CHALLENGE

New product launches at Kimray should have generated excitement — instead they created confusion. Marketing scrambled to produce materials after products were already finished. Sales, engineering, and product teams operated in silos. In some cases, products reached the market before all internal teams even knew they existed.

The result: missed launch windows, slow adoption, and a team that had lost confidence in the process. 65 years of industry heritage, but no system to bring it to market.

WHAT WE BUILT

Built a dedicated cross-functional product launch team — engineering, product management, marketing, and sales — trained on a unified Product Management Blueprint. Every launch followed the same framework: aligned messaging, strategic timing, pre-built sales tools, and full team readiness before any product reached the market.

Instead of last-minute chaos, launches became orchestrated events.

THE RESULTS

- \$8M+ in cumulative first-year launch revenue across multiple product lines
- Sales teams ready to have customer conversations before launch day
- Faster adoption rate with every subsequent launch as the system matured

TESTIMONIAL

"The structure and processes that Melanie developed allowed her team to produce exceptional content efficiently and timely. Melanie has the ability to cover all the details, ensuring the messaging is consistent and clear, while also leading multiple projects simultaneously in a common direction."

— Andrew Schuermann, Kimray

MARKETING TEAM STABILIZATION & ACTION PLAN

FROM SILOED AND REACTIVE TO ALIGNED AND MOVING —
IN 30 DAYS

CASE STUDY 02 — ENVANA

SaaS | Emissions Tracking Platform from Halliburton

CHALLENGE

Envana had recently launched a new marketing team but momentum had stalled. The team was misaligned, silos had formed between marketing, sales and product, and there was no clear action plan to move forward.

Leadership needed an outside perspective fast — someone who could assess the full picture and deliver a clear path forward without disrupting what was already working.

WHAT WE BUILT

In a 30-day engagement, conducted a full assessment of the marketing team structure & capabilities, identified the silos creating friction, and delivered a comprehensive action plan covering the website, product roadmap communications, and content strategy.

The goal wasn't to take over — it was to stabilize, align, and equip the team to execute with confidence.

THE RESULTS

- Full organizational and marketing assessment
- Silos identified and addressed across marketing, product, and sales
- Actionable plan delivered across website, product roadmap, and content strategy
- Team stabilized and equipped to execute independently

TESTIMONIAL

Melanie took a systematic approach to building our marketing infrastructure, establishing meeting cadences, defining team deliverables, and implementing operational systems that brought structure to our marketing efforts. Melanie also provided us with a strategic plan that gave us clear direction for continued marketing development for the next few quarters following her tenure at Envana. — Blakeley McCracken, Envana



BRAND & CONTENT STRATEGY

HOW A CUSTOMER EDUCATION STRATEGY ACHIEVED
7,400% TRAFFIC GROWTH AND 2M+ YOUTUBE VIEWS

CASE STUDY 03 – KIMRAY

Manufacturing | Oil & Gas Control Equipment

CHALLENGE

Kimray had long been a trusted name in the industry – but a new generation of engineers and field workers was entering the workforce. These professionals didn't share the deep-rooted brand loyalty of their predecessors. Without a clear strategy to differentiate itself, Kimray was becoming just another name in a crowded marketplace.

The challenge: re-establish brand recognition and loyalty before competitors filled the gap.

WHAT WE BUILT

As we listened to customers, it became clear they needed more than products – they needed education. Launched an in-depth educational and training program across YouTube, the website, and a new podcast. Simultaneously revamped Kimray.com to prioritize customer education, product tools, and resources. By becoming the trusted source of industry knowledge, Kimray strengthened both brand loyalty and market differentiation.

THE RESULTS

- Website traffic grew from 800 visits/month to 60,000 visits/month – 7,400% growth
- 2M+ total YouTube views, 40K+ subscribers
- Kimray became the go-to resource for customer-oriented training in the industry

TESTIMONIAL

Melanie truly revolutionized our Marketing program at Kimray. Our customers often comment about how valuable they find our content, and many of our partners talk about our marketing like it is something they can only aspire to. Thinking creatively, developing processes/standards, and setting bold goals are all trademarks of her leadership and dedication. — Jeff Port, Kimray



SALES & MARKETING ALIGNMENT

BREAKING A MONTHS-LONG STALL AND BRIDGING THE GAP BETWEEN SALES AND MARKETING

CASE STUDY 04 – BELGAS CP

Manufacturing | Oil & Gas Control Equipment

CHALLENGE

BelGas CP had been trying to get their website launched for months – and it wasn't moving. Beyond the website stall, there was a deeper misalignment between sales and marketing that was preventing the company from presenting a cohesive face to the market. Both teams were working hard but not in the same direction.

WHAT WE BUILT

In a 90-day engagement, stepped in to bridge the gap between sales and marketing – getting both teams aligned on messaging, priorities, and the customer journey. Broke through the months-long website stall by getting sales and marketing aligned on customer messaging and priorities first.

From there, delivered a complete content plan and handed it to the development team – ready to build.

THE RESULTS

- Months-long website stall broken and site launched within the 90-day engagement
- Sales and marketing aligned on shared messaging and customer-facing priorities
- Complete website content and plan delivered on time to development