



CASE STUDY

Supported Public Sector Sales Program for Corporate Client

Challenge:

The introduction of a new online payment solution for state and local governments through Groups.

Stateside Solution:

Stateside designed and coordinated a Groups outreach effort designed to introduce a new online payment solution for state and local governments.

- We evaluated the state and local officials Groups and selected several to work with to advance the client's goals.
- We developed a Groups Advocacy plan for the client that included memberships, messaging and targeted outreach.

Results:

The Groups outreach effort has resulted in numerous sales leads and new business opportunities for the client. As a collateral benefit, several political organizations and individual candidate campaigns are now utilizing the online payment solution and are recommending it to their stake holders, and to other candidates.