

WTT  
YOUNG  
LEADER  
AWARD  
**qualified**

University of Applied Sciences of Eastern Switzerland



Consulting Project Europe+  
Market Research for Quellgebiet AG

# Developing a Sales Strategy in the Field of Marketing Automation

Markesi, a start-up company from Switzerland, wants to launch a marketing automation tool in the German speaking part of the country. To create an ideal customer and sales strategy, an international project team from the FHS University of Applied Sciences St.Gallen was asked to conduct a market research and give advice.

## Markesi AG Interactive ASW

The company, a subsidiary of the communication agency Quellgebiet AG, was founded in 2014 and is located in Amriswil. Markesi offers an innovative marketing automation software for SMEs in the German speaking part of Switzerland. The product integrates specialised software from more than 30 different providers and combines the knowledge of about 20'000 developers. The product supports the pre-sales, sales and after-sales processes and monitors customers' behaviour and increases the efficiency of marketing processes.

## Proceeding

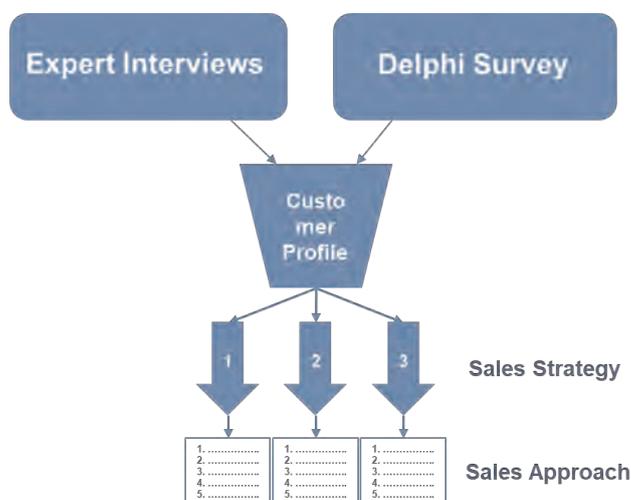
The project team conducted two types of surveys. The first was an expert interview addressed to 17 marketing experts, CEOs and professors in four countries. Based on the results, an online Delphi survey was created and distributed via an e-mail campaign to 3'510

SMEs in Switzerland. Combining both surveys with secondary literature, a foundation for recommendations was provided.

## Results

Derived from primary and secondary research, the team created an ideal customer profile which consists of three major factors: basic criteria to fulfill, the company and the decider. Afterwards, a sales strategy for Markesi was developed, containing inbound as well as outbound marketing. Moreover, the needs and wants of customers were elaborated mainly through the interviews. During the project, five participants interested in the product were found and converted to "Leads" for Markesi. In the end, the project goals were mainly achieved and direct recommendation was given by the team.

[www.fhsg.ch/praxisprojekte](http://www.fhsg.ch/praxisprojekte)



Proceeding of market research.  
Source: own illustration.

## EUROPA+ CONSULTING PROJECT

Market Research & Management Design 2018

### Project team (f. l. t. r.)

Florence Aepli, FHS St.Gallen, Switzerland  
 Florentine van de Loo, Hanze University of Applied Science, Netherlands  
 Miriam Dagn, FH Kufstein, Austria  
 Sabrina Battaglia, FHS St.Gallen, Switzerland, Project Leader  
 Stefan Sulzenbacher, FH Kufstein, Austria

### Client

Quellgebiet AG, Amriswil  
 Gregor Meili, CEO  
[www.quellgebiet.ch](http://www.quellgebiet.ch)



The project team from the FHS University of Applied Sciences St.Gallen gathered interesting findings which can be directly used for the design and distribution of Markesi. I experienced the collaboration with the students as dedicated and well structured.

### Coach

FHS St.Gallen  
 Dr. Ronald Ivancic



"The business enterprise has two – and only two – basic functions: marketing and innovation. Marketing and innovation produce results; all the rest are costs." Markesi seems to have this quote by Peter F. Drucker already in mind. The project team dealt with the involved complexity in a very professional way and elaborated needs and wants of potential customers as well as first approaches of an integrated sales strategy.