

# drive2 Inc. Case Study

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## MANUFACTURING DEMAND AND LEADS FOR ENVYROZONE INC.

### Challenge

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Envyrozone is a leading recycling and waste management solutions company. Envirozone engaged drive2 in 2009 to assist in re-engineering the company's market positioning and attracting new customers through a targeted demand generation program.

Envyrozone was challenged on multiple fronts with an incomplete marketing and sales infrastructure, lack of collateral materials and a dated website. The company has an excellent track record including implementing the largest public space recycling program in the world, however Envirozone's marketing was not supporting Envirozone's leadership position in their industry.

### Solution

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drive2 followed its proven demand generation model to rebuild Envirozone's marketing and sales infrastructure. drive2 worked with Envirozone's senior management to create a value proposition that refocused the company away from a product manufacturer to a complete recycling and waste management solutions company.

drive2 developed the new corporate brand, value proposition, collateral materials and website for Envirozone and launched a targeted demand generation program to attract new customers. With a new brand and an enhanced go-to-market strategy Envirozone's marketing and sales team are equipped with the tools they require to engage new prospects.



### Result

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Envyrozone has repositioned itself in the market as a leading recycling and waste management solutions company. This has placed Envirozone alongside industry incumbents while the new website and marketing collateral clearly illustrate the success they have had with high profile customers that have benefited from Envirozone's unique environmental solutions.

drive2's demand generation model was integral to repositioning Envirozone in the market and refocusing the company as a complete recycling and waste management solutions company.

Envyrozone is now able to better engage prospect opportunities with a supporting infrastructure and a proven and repeatable model for success which is driving new customers and revenue.

drive2 is a demand creation company. We develop performance driven, results-based demand generation strategies and programs for technology and services companies. For more information on how drive2 can work with your company, visit [drive-2.com](http://drive-2.com)

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