



Three Link Solutions

Three Link Solutions | Positioning a Pure-Play Workday Expert for Growth

CHALLENGE

Although Three Link Solutions had become one of the largest pure-play Workday consulting firms, supporting more than 200 customers through a network of over 1,500 Workday consultants, the company's market positioning did not fully reflect the breadth of its capabilities. As Workday expanded into new markets and customer segments, Three Link needed a more differentiated brand story that clearly communicated its expertise beyond staff augmentation while generating qualified enterprise and SMB opportunities.

OBJECTIVE

Pierpont's objective was to reposition Three Link as a strategic Workday partner across the entire customer lifecycle, from deployment through long-term optimization, while building greater awareness among prospective customers, Workday stakeholders and industry influencers. The program was designed to strengthen the company's messaging, increase executive visibility, support new service offerings, improve conference impact, and build a scalable demand generation engine capable of producing measurable business opportunities.

SOLUTION

Pierpont developed an integrated communications and marketing strategy that aligned every customer touchpoint around a clear and differentiated market position.

The engagement began by refining Three Link's messaging framework, brand positioning and executive thought leadership platform. From there, Pierpont developed customer success stories, case studies, white papers, webinars, press releases and executive content designed to demonstrate Three Link's expertise across the Workday ecosystem.

The team also supported major initiatives including Workday Rising, where Pierpont developed conference messaging, booth content, event branding, presentation materials, customer communications and promotional campaigns to increase engagement before, during and after the event.

As Workday introduced Launch Now for small and medium-sized businesses, Pierpont partnered with Three Link to develop and launch its Implementation Acceleration Program, positioning the company as one of the early implementation specialists helping SMB organizations successfully

deploy Workday in weeks rather than months.

The engagement later expanded into performance marketing, digital campaigns and HubSpot-based lead generation focused on enterprise organizations, SMB prospects and customer nurturing.

RESULTS

The engagement successfully repositioned Three Link from primarily a Workday staffing provider to a strategic Workday consulting partner supporting organizations across planning, deployment and post-production optimization.

Pierpont helped launch new service offerings, including the SMB-focused Implementation Acceleration Program, while creating a unified messaging platform that strengthened market differentiation and better communicated the company's expertise.

The integrated strategy improved visibility across the Workday ecosystem through executive thought leadership, conference marketing, customer stories, webinars, digital campaigns and media outreach. It also established the marketing infrastructure needed to support long-term lead generation through HubSpot, performance marketing and integrated sales enablement.

Today, Three Link is recognized as one of the largest pure-play Workday consulting organizations supporting customers across virtually every industry and every stage of the Workday lifecycle.