

Background and Problem

The company had been running for several years and had a good reputation amongst its customers but struggled to get new ones. The company was operating from a small building in the garden of the owner's house.

The company was only two people (MD and engineer) with some part time administration support

Actions Taken

We undertook comprehensive review of the marketing. This went through a number of steps including clarifying the long term objectives of the owner and contacting existing clients to understand why they bought from the company.

Following this initial research a range of cost effective marketing initiatives were put in place. These included:

- Producing a professional website
- Producing a range of literature both for the company overall and targeted at specific market segments
- Focused networking to build relationships
- Using every opportunity to get the company name in front of prospects
- Training to get all the company to "think marketing" and be aware of opportunities at all points
- Undertaking focussed direct marketing campaigns
- The plan was for small but continuous marketing activities.

The Result

Once the programme was up and running many of the activities were carried out by the company employees.

Eighteen months after the process started the company has just moved into its own high street premises with a showroom and engineering facility. This has happened on the back of continual profitable increase in turnover since the marketing started. The number of staff has now increased to 5 full time with one part time support. Some non-core activities have been outsourced.

It is planned to continue with the regular drip feed of marketing activities.

If you want to find out more about any of the areas covered in this case study and how we can support your business – contact us today.