

Case Study



£2 Million Light Industrial Company.

Approach To Improve Digital Marketing & Sales Performance

A medium size company believed it had reached a point where it could get more sales and more leads by using new Digital Marketing Methods



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The Challenge



A light industrial company with a turnover of £2 Million called in a venture capitalist to discuss expansion plans. It turned out the owner of the company felt as though it was not new capital he needed but a fresh look at his current Sales & Marketing Methods.

Whilst the VC concentrated on a long term strategy iC Digital Assets were called in to assess the use and effectiveness of the current Sales and Marketing departments.

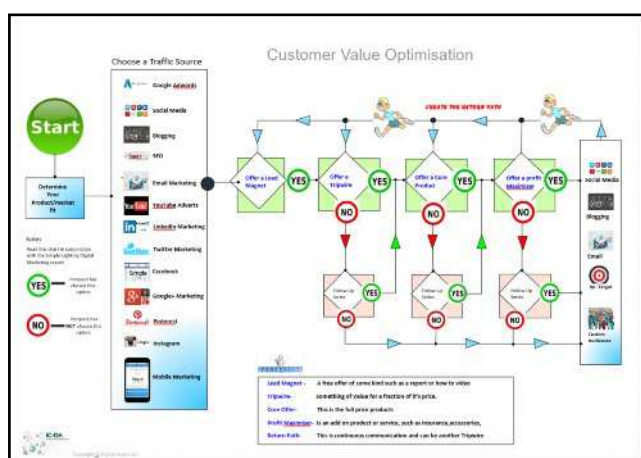
It was quite straightforward :

Marketing

1. Assess the current use of digital assets.
2. See how effective the staff were.

A standard fee of £600 plus VAT was agreed for us to spend two days with only the marketing staff.

Use of Assets



The company created sales and sales enquiries through the use of Google Adwords with a monthly expenditure of £20,000 to £30,000. The Google Adwords activity was carried out by external experienced company. The marketing staff concentrated on writing blogs and creating banners for the website. The website had a top of the range e-commerce platform and back office order system, which managed 20,000 individual items and 200 orders per day.

Whilst the Graphic Designer was meticulous, time was spent in "perfection" of Photoshop images and design and there was a constant need to catch up to the product offers that were a weekly and sometimes daily occurrence.

The blogger spent a lot of time "researching" images and text to match the events or the banners. Sometimes using images that were not copyright approval. The blogger produced two blogs per week and did not use any SEO techniques

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The Solution



The following management procedures were put in place to give the owner a complete picture of the workload on a day by day and project by project basis.

A centralised image library broken down into sections which matched the product categories.

A cloud based work management platform, to list all the upcoming product offers and events, supplied by the owner. This allowed the owner to see the progress of each job by looking at the app. He could post notes and files to the staff from his phone, tablet or desktop and they could easily show their completion on a timeline.

This created discipline and routine

The Results



Sometimes shining a bright light on a subject shows up all the flaws. During our discovery process, by using a Skill Set Sheet, it was evident that the blogger was not suited to the work. A Job Description was created and a recruitment firm used to match a new employee with the correct skill set. The number of blogs increased from two per week to eight per week and a new blogging theme was created to reflect the new volume and relevance to the offers and banners.

This improved the company's organic SEO together with the use of an SEO product and formula for each blog.

The Graphic Designer could see the upcoming workload from the Owner via the Work Job Sheet and could plan better use and reuse of templates and images and began producing more images per week than before.

With the use of blog software, planning sheets, SEO and templates, the work became more routine and less frantic allowing the staff to get ahead and plan and be more creative. The result was a vast reduction in Google expenditure without losing sales and a more productive and happier department.

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The Sales Challenge



The sales department of the company employed experienced telesales people who did not make outbound calls, only receiving inbound calls via the advertising through Google Adwords, repeat sales and a mixture of customers both business and consumer. The average value of the call taken was in the region of £50. We labelled these “£50 conversations”

Each operator had to field calls for new enquiries, actual sales and customer service calls. The commission structure was such that the department as a whole shared all of the commission equally. The owner did not have the available time to manage this department and so they allowed a “Lord of The Flies” type of management where the strongest took most of the calls, the best at customer service took those calls and others were left to deal with overflow calls.

The sales department accounted for 15% of the £2 Million turnover, the remainder coming through the website order system straight to the warehouse.

The Solutions



We divided the department into Consumer Sales, Business Sales and Customer Service. Following psychometric profiling of the staff and the creation of Job Descriptions a more effective team was formed.

New targets and commission structures were put into place plus more modern twin screen desktops, outward bound telesales, a CRM system for new sales and an automated email system with 12 week follow up. The new arrangement allowed for “£1,000 conversations” with Business Customers.

After nearly 12 months of growth in personnel from six to twenty two, the Sales and Marketing departments were merged allowing for easier and faster communication with colleagues, to create quick reaction marketing to cope with seasonal and product changes.

Over a 12 month period the Owner had gained a full team able to react to his understanding of the market and customer needs, both increasing the value of the company and the value of the employees.