

think**smart**marketing

Case studies in Bite-Sized Chunks.

Intelligent, integrated and cost-effective marketing - that works.

At Think Smart Marketing we talk a lot about how to build marketing programmes that deliver to the bottom line. We always maintain that best-practice marketing works, because it is simply that; best-practice. Getting real and tangible value from your marketing spend doesn't necessarily mean you need to overhaul your entire sales and marketing strategy, kick out the marketing department or indeed find a huge marketing budget.

It could simply mean using the right tools, at the right time. Or simply telling the sales department what's going to happen to their prospects or clients and what they need to do about it next.

Enough of the talk, here are some examples of our approach, **working.....**

We've broken them down into bite sized chunks. You're bound to find a company or scenario which sounds a little like yours.

Very Big Financial Services Company

Objective

The objective was to improve internal communications and to find an intelligent way of collecting people's views on certain subjects. Once collected, we then wanted to use those views and the associated feedback to form the basis of an agenda for a series of internal workshops.

The Problem

Little or no internal resource to manage the process. No means of managing the large amount of data gathered and no coherent means of managing the event process.

And so...

We devised an internal eSurvey. It was quick and easy to deliver and even quicker and easier for the staff to complete. Step 1 it was personalised so they didn't have to fill in all their details, and the online reports generated meant that the results were delivered in a coherent and manageable format back to the senior management team. Then, to invite and register people for the events, we sent an invite, via a personalised email and asked them to click to register via the online registration form. The whole process was automated; registrations, badges, confirmations and questions.

So what?

The whole process was completed in a fraction of the time it would have taken using traditional methods. Equally, it cost a fraction of what it would have cost to complete using direct mail and telemarketing AND because it was automated, it consumed little or no internal resource.

Very Small Branding Agency

Objective

To open senior doors into large players in the Pharmaceutical Industry.

The Problem

See above!

And So...

We devised a penetrative series of campaigns to senior-level decision makers, to build awareness of our client and their services and to “earn the right” to a meeting or discussion.

So what?

It worked. On the first approach (remember this was a series) 20% of the audience replied Yes. The client built an ongoing and free flowing dialogue with some very senior players in some very significant organisations. They also won some significant business as a direct result.

Pan-European IT Services Provider

Objective

Build a strong marketing communications strategy both internal and external

The Problem

Limited in-house resource and expertise

And so...

- We updated their internal and external communications. We ensure consistency of brand and messaging. We worked WITH the in-house team to bring in a whole raft of new ideas and new technologies to enable them to build their marketing communications strategy.
- We designed, constructed and implemented an in house Content Management and integrated eMarketing solution to enable them to communicate both internally and externally consistently and intelligently using integrated tracking tools.
- We constructed a complete front to back internal communications strategy to enable a truly open two-way dialogue with the CEO.

So What?

- It is revolutionised their communications model. They now not only construct, deliver and track their own eMarketing communications but they now are able to offer the same service to their clients and partners.
- Internal communications have never been better with a truly two-way open dialogue between the CEO and the staff, with information, ideas and feedback passing backward and forward regularly.
- Using our tools and techniques they were able to strip huge costs and admin time out of running their communications and event programme, culminating in them delivering the most successful event programme the company has seen to date.

European Software Organisation

Objective

This already successful German organisation was looking to launch its complex software proposition in the UK Marketplace.

Problem

Limited UK resources and expertise

And so...

We worked with the UK team to construct an intelligent, integrated approach to opening the dialogue and owning the debate with new prospective customers.

Our issue- and industry-specific micro site hosted a series of lively opinion polls and information exchanges.

We devised a joined-up communication programme to ensure we educated the entire board from CEO downwards about the proposition.

We built up a market wide debate and education programme to pave the way and find qualified opportunities for the sales team to follow up on.

So what?

- Instant market presence.
- Immediate board-level awareness
- High-level, high-value new business opportunities generated.

Middle Size Automotive Organisation

Objective

Find a way to generate new business opportunities in a consistent and cost-effective manner.

The Problem

Resource, expertise, budget

And So...

We recommended and built a mechanism for ongoing dialogue and a series of awareness activities which demonstrated the company's all-round industry knowledge and drove them to the website (which we designed and built, incidentally). We also provided them with the knowledge and the tools to build their own eLead generation campaigns to capitalise on the intelligence gained from the awareness pieces and indeed the means to manage their own website content. We then provided them with the expertise to construct their own messages and approaches.

So what?

They're going great guns. They're outselling the competition and finding and winning new business from all corners of their target area. They've saved a fortune in cold calling work and have ploughed that back into even more integrated, intelligent sales and marketing activities.

Mid-Sized IT Reseller

Objective

To be seen as a solution provider rather than a product shifter. To generate new business opportunities.

The Problem

Low level of internal resource. “Me too” value proposition.

And so...

We've established them as “the central source of data and up to date information” for the sector and the industry. We devised a strategy which meant they built ongoing awareness and dialogue and then provided the means to capitalise on that dialogue with penetrative and effective lead-generation campaigns.

So what?

So now their prospects and customers do see them as more than product shifters. They know exactly who from their database is interested in what area or is facing what challenge. Their sales force is now able to target much more accurately and as a result are far more effective.

Mid-Sized Financial Services Provider

Objective

Find low-cost, low-resource, high-return means of generating and winning new business

The Problem

Sensitive information and often sensitive subject. Would be breaking new ground for the organisation and the industry. Budget.

And so...

We worked with them to develop an integrated set of activities both to gather market intelligence and to generate new business opportunities. We also showed them how to get more, better-qualified attendees to their events, in a hands-free and integrated fashion.

So what?

They've saved a fortune on glossy mail outs. They've got the best market intelligence in the group. Time and time again, they manage to over achieve on their event attendance objectives. They're now rolling our approach and solutions out across the group.

Large Automotive Services Provider

Objective

Gain market share, gather market intelligence, and generate more leads for the sales team.

The Problem

Finding a cost-effective way to do it!

And so...

We designed, constructed and now deliver weekly an integrated industry newsletter. This provides fantastic and detailed analysis and reporting which they now use for more targeted and focused marketing campaigns. We also ensure their sales teams and telemarketing organisation know exactly who to call and when, automatically.

So what?

So now they are stealing the march on their competition. They have industry-leading market intelligence which makes their sales teams more effective and efficient and their marketing campaigns more effective. They're talking about rolling it out across Europe.

In brief...

And then there's the:

- Public Sector department we **saved** by helping them meet their targets
- The Pharmaceutical company we helped to launch their new office in the USA
- The ventilation company for whom we increased turnover by 25% and reduced costs by £100k in less than six months
- The telemarketing company we've enabled to offer even more value to their clients

Our approaches and solutions are really working, right now, for an organisation just like yours with the same challenges, the same objectives and the same constraints. Our clients are actively saving money, making money and reducing admin time and resource, organisations with budgets you'd dream of and budgets you'd laugh at.

We'd be delighted to spend some time discussing how we can do the same for you. As ever with Think Smart Marketing, there's no catch, no cost and no obligation when we meet. Let's just see what we can do together.
Call Owen Ashby on 01525 288828 or email owena@thinksmartmarketing.co.uk