



Case Study

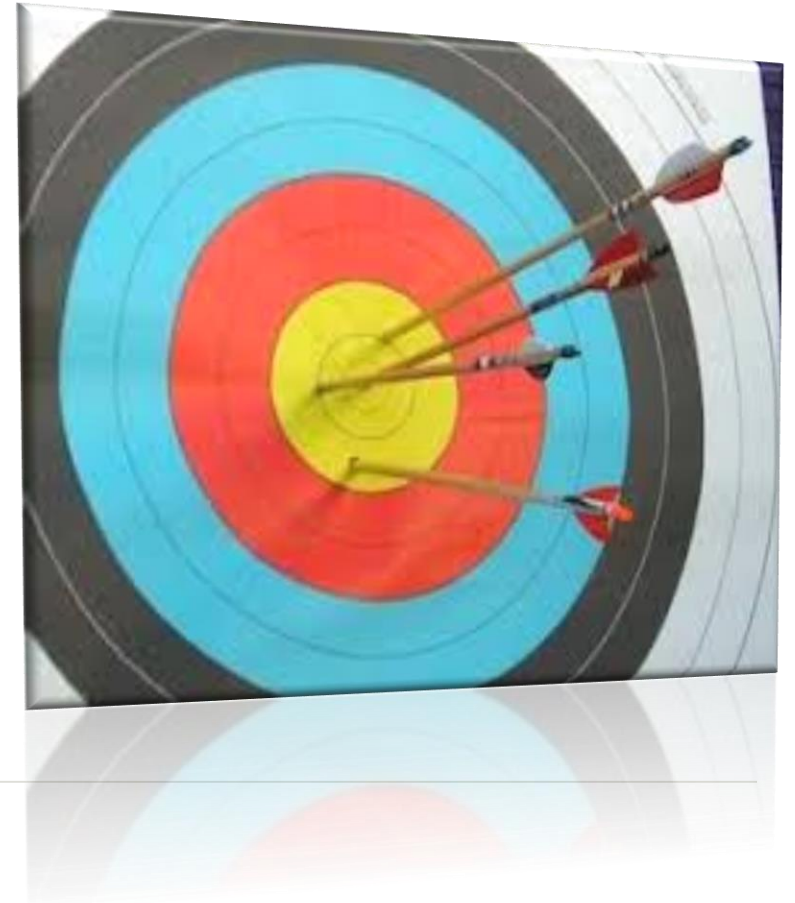
Background

- The client designs, manufactures and installs bespoke furniture within many sectors including: Hospitality, Retail, Commercial, Museums, Education and Libraries
- The client wanted to take a more proactive approach to their marketing and communication after many years of consolidating the business
- Little marketing had been carried out; historically orders had been received through repeat orders or working as a sub contractor to a main contractor



The objectives

- The client's main objective was to increase turnover from £2m to £2.5m
- The client wanted to promote themselves as a main contractor offering a turnkey solution
- The client wanted to enter new sectors and raise awareness of their brand and extensive product range
- The client wanted to increase cross sell of products and keep all parts of the business 'busy'



Our approach

- We worked with the client to fully understand their business
- We developed a series of tactical marketing campaigns which were underpinned by the introduction of core foundation tools such as a CRM system and strategic updates to their website

The campaigns included Lime services as follows:

- PR
- Social Media
- Digital
- CRM
- Experiential
- Marketing Communications

The result

- We were just 1 week into working with the client when lockdown happened; the client's order book emptied and we were tasked with working with them quickly to support the repurposing of their business
- We achieved extensive media exposure for the client in both print, online, tv and radio – this included an interview on the BBC main evening news, a live interview on the Victoria Derbyshire programme as well as local BBC radio interviews
- We have enhanced their presence on social media – increasing followers and engagement
- The website traffic has increased by 66% - with 59% of new users
- We are working on creating new marketing collateral and exhibition support for a forthcoming conference



The future

- We agreed an initial 6 month plan
- The client exceeded their objective to increase their turnover and have acknowledged that, without our marketing support, they would not have achieved this with Covid-19 having wiped their order book
- We have just agreed a new 12 month plan with an increased budget of 42%
- We enjoy a close working relationship and are seen as an integral extension of their team

