

VGROUP: MARKETING CASE STUDY

CLIENT: ACTION OFFICE

REF. VGM // MARKETING STRATEGY // A001



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Action Office is a successful, long-established supplier of quality office furniture and fit-out, offering a complete service from planning to installation. With over 4,000 sq ft of showrooms in Burgess Hill, West Sussex, they work with architects, specifiers, facilities managers and clients throughout the South East.

Background / Objectives

To kick-start growth, the partners asked VGroup to devise and implement a full-spectrum marketing plan designed to grow the business.

The first task was to refine the objectives - collect legacy data, set targets and determine how success should be measured. Once we knew where we were going, we began by preparing a comprehensive report on the business and its market, which included:

- Competitor analysis; identity, proposition and positioning.
- Audience profiling and segmentation; who are we selling to? Who should we be selling to?
- In depth brand analysis - what are the real strengths of the business, what sets it apart?

The output of this research, coupled with years of experience and banks of prior data, allowed us to create a highly refined and considered plan: to identify new prospects, build customer relationships and ensure Action was delivering the right message to the right audience at the right time.

Benefits

The MarketFocus™ blueprint allowed us to quickly deliver a detailed, fully costed marketing plan. We factored in production estimates to calculate costs per lead and costs per client, ensuring that best possible value was achieved from the budget. The tactics we then implemented included:

- Developing an entirely new proposition, promise and story for the business, overhauling advertising and re-writing sales copy.
- Planning and implementing a new direct mail campaign, to a more targeted audience, with a more focused message - increasing response rate by 50%.
- Regular, promotions-lead communications to existing and dormant clients, increasing both the value and frequency of repeat business.
- Researching an entirely new, more relevant and more qualified prospect database.
- Sourcing and setting up a telemarketing team, integrating them with a new CRM system.
- Putting in place measurement tools and feedback processes, to allow continual refinement of the strategy.



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