

# CASE STUDY

## *Private Sector – Engineering company*

### Challenge

Our client, an Australian engineering company, has been working with us to establish a new brand, increase its profile and reputation, secure higher value projects, increase repeat business and educate and engage its team across marketing and sales activities to enhance customer outcomes.

### Actions

1. We firstly met with the management team and board of the organisation to establish objectives and to develop the framework for the future marketing activities. We delivered several workshops to facilitate discussions and agreement
2. We conducted a detailed competitor analysis and combined all findings from the workshop and various research activities into a comprehensive and strategic marketing plan with implementation activities provided in calendar format
3. We then worked with Amy Bent from Mirador Creative ([www.miradorcreative.com.au](http://www.miradorcreative.com.au)) to establish a new brand, sub-brands and tagline for the company
4. The new brand was then developed and implemented across signage, uniforms, project signs, vehicles, email banners and company materials
5. We established a new website for the company and a suite of electronic and printed marketing materials that can be easily sent to customers in different combinations
6. Training has been conducted with relevant team members in customer service, relationship management and tender writing
7. A customer relationship management system has been integrated across the business and customers are segmented into relevant groups
8. Information and events are held for customers to 'keep in touch' and maintain relationships
9. Staff and stakeholders are further engaged in the business through community partnerships and fundraising days that create community and company outcomes
10. Ongoing staff mentoring and business support continues with future activities planned for promotions and awareness raising

## Outcomes

These activities, conducted over an 18 month period, have to date achieved:

- Cohesion, agreement and understanding across all levels of the organisation
- Strong internal commitment to marketing and customer service
- A new, competitive and attractive brand for the organisation
- A relevant and high quality tagline
- Professional, user-friendly marketing materials
- Website that is effective and easy to navigate
- Consistent and professional image across all customer facing parts of the business
- Increased tendering opportunities and new projects
- Increased repeat business
- Greatly improved customer relationships

*Watch this space ... more activities and measurement activities planned for the future.*

For more information about creating effective and efficient marketing activities for your business, please contact me on 07 3899 8335 or email [megan@marketsavvy.com.au](mailto:megan@marketsavvy.com.au) .

Best wishes

*Megan*

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