



Case study

SME Organisation

Industry: Professional Services

Challenge: Responding to Covid-19 to find revenue generation through marketing

Benefits: Focused marketing plan that identified short and medium term opportunities

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Emergency marketing plan to focus on generating revenues

Working with the Executive Team to review the current marketing plan and activities in response to Covid-19 in order to identify short and medium term opportunities.

The professional services firm recognised that the Covid-19 virus would impact their business, as many opportunities were suddenly being put on hold. As a result their existing marketing plan did not have the robustness to ensure that revenue generation would continue over the short-term. The Executive Team wanted professional help to create an urgent marketing strategy that would help them remain viable as a business.

Challenge:

As a B2B organisation much of the business was based around relationships. With the Covid-19 implications, meeting up with clients and targets became very limited. The team were less certain on approaching people remotely and a number of the activities such as events were being cancelled. This meant that the marketing plan was incomplete and unfocused.

Solution:

We worked with the Executive Team to look at developing an emergency marketing strategy. This included reviewing clients and targets to prioritise into must keeps/must wins; reviewing the product offering to make it pertinent to client's needs in the wake of Covid-19; and reviewing the schedule of activities.

We developed a targeted marketing plan that focused on the priority clients and targets; created action plans around cross-selling opportunities and new business conversations; provided training to professionals so they were confident using remote communication methods (including phone, Skype and video conferencing) to proactively contact individuals; and move from general events to targeted content including white papers, videos and webinars.

Benefits:

By adopting the emergency marketing plan, the firm were able to focus on the priority clients and targets and know that all of the marketing supported this approach. In addition the cross-selling and new business conversations identified were deliberately aimed at smaller regular payments to help with overall cash flow.