



Case study

Industry: Professional Services

Organisation: Partnership

Challenge: Validating marketing plans to maximise return

Benefits: Increasing the marketing ROI

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Validating marketing plans

A full verification of the planned marketing was undertaken in order to establish the most effective use of the marketing budget and resources to win work.

The multi-disciplinary professional services firm has a strong brand presence and a loyal customer base. However the pandemic and changing market place meant that the business wanted validation that their 2021 marketing would deliver the maximum return possible.

Challenge:

There was no clear marketing plan for the year. Most of the marketing activities were reactive, although there were some annual events which were covered. The team had worked hard to build the digital channels and had used SEO and PPC to generate leads. However the lack of a coherent overarching marketing strategy meant that any marketing campaigns were carried out in isolation and weren't supporting cross-selling.

Solution:

Using the Smarter Marketing programme we carried out an Executive Clinic, Marketing Performance Review and 12/12 Action Plan to validate the marketing for 2021. There were a number of recommendations including alignment with business objectives, developing a marketing strategy and generating a marketing plan that encompassed all the service line offerings.

Benefits:

By reviewing the marketing budget and resource requirements we were able to develop a marketing strategy and plan that focused on the activities that would generate profitable opportunities for the firm. By having a 12 month overview it allowed each service line to be promoted to existing clients and targets coherently.

The overall result was the marketing team were able to work smarter and utilise the budget to increase activities by having a clear focus on the opportunities the business to win work.