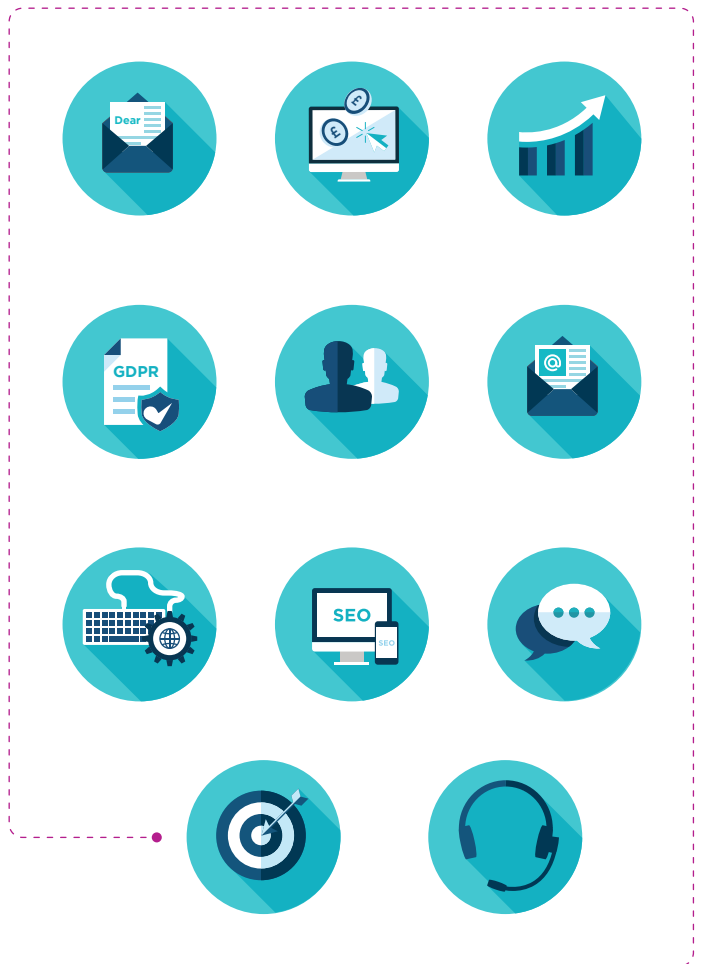


# Case Study: £0.75m to £6m in 60 months

## Midland Structures

### Executive Summary

- **2015** Annual revenues: £0.75m
  - Jack's business was struggling with no cash and outdated equipment.
  - Stratique start implementing the Business Growth Blueprint in 2015
- **Monthly investment:** £2.5k
- **2020** Annual revenues: £6m
- **2022** Projected revenues £10m
- **Positioning** to develop the proposition and to establish them in a category of one
- **Attraction** activities to find the right prospects
- **Nurturing** activities to build trust and rapport
- **Conversion** strategies to leverage ROI and win more dream customers
- **Retention** strategies to retain new customers and increase average order values
- **Services**



## Background



In 2013 Stratique commenced a new outbound marketing campaign to manufacturing clients and started many new conversations with business owners of companies operating in the manufacturing sector and we started a conversation with Jack.

Jack owns Midland Structures, a structural steelwork company based in the Midlands. At the time, cash was tight and meeting monthly payroll and keeping outdated machinery running was a real challenge to him. It was sucking the cash straight out of the business. Jack needed more high-value customers and wanted to invest in cash-generating client acquisition activities but deep down did not know if he could believe the claims

of a business who he did not know like or trust.

The marketing team at Stratique kept in touch with Jack because they knew from experience that only 1-2% of prospects would buy immediately. They also knew that over 80% of sales are made after the 10<sup>th</sup> point of contact so they added Jack to an evergreen campaign which provided interesting and relevant content every month whilst building trust and rapport with him. They also touched base with him regularly.

Towards the back end of 2014, Jack had had enough of the constant feast then famine in his business and replied to one of the evergreen emails that the team were sending every month, and that's when things started to change for him.

At the time, Jack operated from a 10,000 ft<sup>2</sup> facility with annual sales of £0.75m. Andy Wilson the MD of Stratique discussed how the Business Growth Blueprint worked and how the process was geared to plan, develop the campaign and build the foundations for growth.

### Agreeing on a Plan

Jack wasn't sure whether it would work for him but took a measured step forward with a 6-month trial with Stratique in 2015. This commenced with an intensive kickstart day with the team to fully understand the strengths and weaknesses of the business and market forces. From this information gathering, creative idea generation took place over the next week and a campaign calendar plan was structured around delivering positive results: to **target** the right prospects, **attract** interest and desire, to **educate** the prospect about what's in it for them, to **nurture** the relationship until they were a trusted option and follow up strategies to help **convert** a steady stream of new dream customers. This type of marketing discipline had never been properly implemented since the company was formed.

### Building the Foundations

Jack turned out to be a dream client for the team.

Like many Brits, he wasn't too comfortable with blowing his own trumpet too loudly, but he agreed with most suggestions and gave the team at Stratique free rein to fix the positioning and the proposition.

Then they developed the website, improved the Google rankings through **PROPER SEO** and **PROPER Google advertising** management integrated with split-tested landing page design, and the development of copy and nurturing collateral and emails.

Then the team focused on effective follow up strategies to prevent the business from leaving money on the table.

## Marketing Pillar One to Three:

### Inbound Lead Generation Campaign

#### 1 Proper SEO:

Jack had dabbled with SEO with his web designer previously with average results. The 'proper SEO' work conducted by the Stratique SEO team on the backend of the website, keyword-rich on-page content creation plus off-page work improved the rankings on Google month on month, which in turn, increased the number of visitors and the quality of the traffic to the site.

#### 2 Proper Web Visitor Tracking:

Stratique added tracking software that identified the prospects visiting the site and joined the dots by implementing digital follow up strategies.

#### 3 Proper Google Advertising Management:

Stratique then created a Proper Google Advertising campaign to ensure page 1 positioning on Google for ultra-targeted, strategically selected, keyword phrases. This, in turn, transformed the number of inbound enquiries from people searching for Jack's services online which led to more inbound sales.

## Marketing Pillars Four to Six:

### Outbound Lead Generation Campaign

#### 4 Proper ongoing database development:

Work on the outbound campaigns continued and consistent daily activity helped to build a highly targeted list of the right people in the right job function in the right sized companies working the right sectors.

#### 5 Proper Outreach:

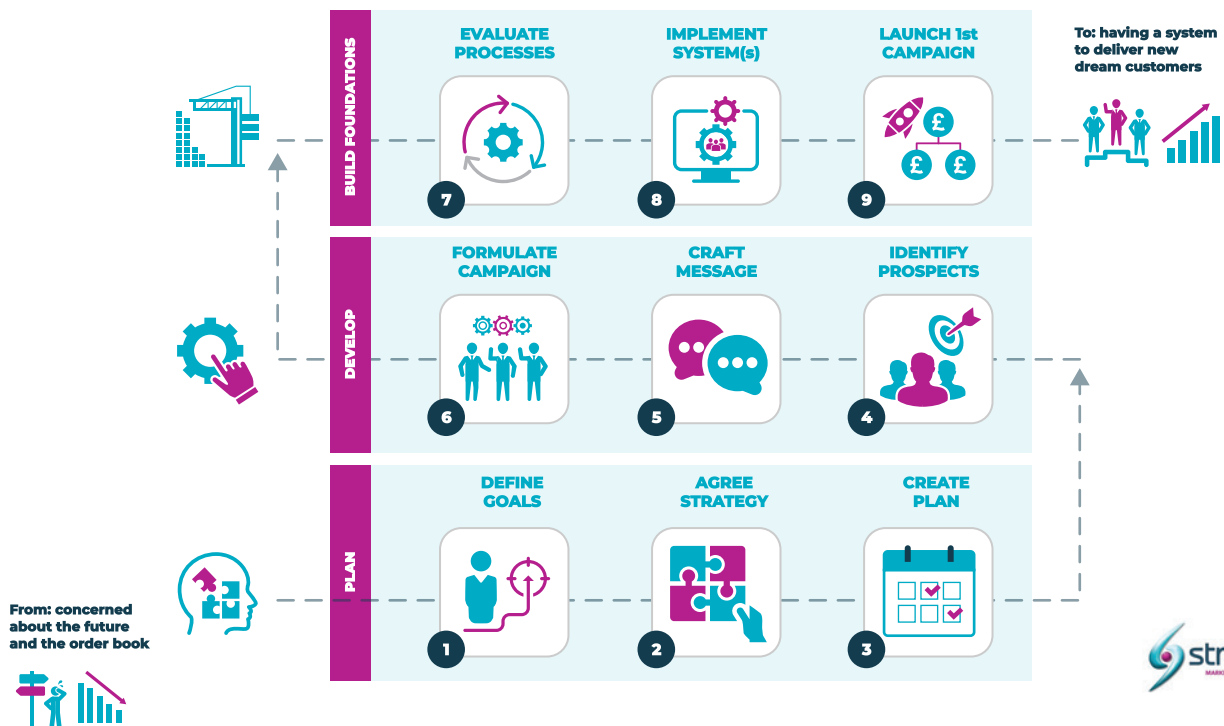
All targeted prospects received an introductory message (LinkedIn) or a call from the Stratique team (as if they were working from Jack's business) and all who agreed to receive more information, were educated and nurtured over time, to build trust and rapport.

#### 6 Proper nurturing and evergreen marketing:

Once the prospects had gone through the drip-fed nurture campaign the Stratique sales copywriters created an evergreen email marketing campaign to keep drip-feeding useful, interesting, and relevant information to the list to **keep the brand in front of mind**, and to **prevent the leads from going cold**. Replies to these emails and enquiries started to roll in too.



## The Business Growth Blueprint





### Proper Sales Conversion Activities

To improve workflows and to streamline the process, all leads were qualified by the Stratique team by telephone to gather the right information and engineering drawings against strict criteria before handing over to Jack. This freed up his time and conversion rates doubled, resulting in more new dream customers being won.

### Proper New Customer Retention Strategies

Stratique developed an evergreen campaign for Jack's new customers too, and they started to receive regular communications and updates. This activity improved his retention rates, the number of repeat purchases and improved average order values. 'The business had found its buzz again.'

### Scaling for Growth

After 2 years Jack could not cope with demand in the old factory and moved into a new 40,000 ft<sup>2</sup> facility (four times the original size). The website and branding were refreshed again to represent the new confidence in this rapidly growing business.

The campaigns were reviewed frequently, and adjustments were made to target new audiences. Direct mail was also added to the campaign as his competitors were not doing this. This alone helped to maintain Jack's positioning in a 'category of one.'

By the close of 2019, Jack was operating from a 70,000 ft<sup>2</sup> facility with £6m in annual sales.

The new plan is to reach £10m in the next 2 years.

## Call 01827 69772 to book your discovery session

This is an example of a specialist business growth agency working with an open-minded client towards shared business growth goals. It's not easy: typical Marketing Agencies tend to focus on the 'fluffy stuff' where they are most comfortable and web designers just don't have the sales experience or skills to refine the customer journey to **attract, nurture, educate** and **convert** a steady stream of the dream prospects at the right rate.

Stratique helps business owners and sales directors to crack the **rhythmic acquisition of dream customers** in the B2B, industrial and manufacturing sectors, so they consistently and predictably get the right number of new customers each month. It is very powerful.

We can work 1:1 with business owners, sales directors, and their marketing teams to implement an effective marketing SYSTEM that delivers predictable results for their business week in week out.

We are very different from your typical coach/consultant and because of how we work, we have structured our services to be affordable and realistic for growing businesses.

**We can coach you and your in-house team | We can do it with you | We can do it for you**

**If you would like to know more about the Business Propeller Marketing Coaching to systemise your customer acquisition, or our Virtual Marketing Director service, call 01827 69772 today.**



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