

# Case Example

## Process Development and Planning

### The Client

S A Partners is a South Wales based management consultancy with a turnover of £5 million and 45 employees.

### The Project

To formalise marketing process with particular attention paid to Lead Generation design, implementation and measurement. Key issues were:

- Activity was focussed, but ad hoc and irregular.
- No formal measurement was carried out and therefore activity that delivered a return on investment was not apparent.
- Reporting was not standardised.
- Lack of formal processes meant that periodically, activity would need to be rushed through to meet deadlines.

### The Output

- A focused, sector specific plan was developed delivering, regular activity to ensure continuous market presence.
- Processes were formalised and adhered to; bringing rigour to activity, with relevant targets set and measured against.
- Reporting against targets at every management meeting ensured visibility and guided future lead generation and marketing activity.

### The Result

- Targets were exceeded; market pull began to occur after only 6 months.
- A concentrated effort on key activities improved the quality of outputs.
- Through measurement, successful activities quickly became apparent and informed the future plan.
- Staff morale improved as they were guided by processes and had a clearly defined reporting structure.
- Management had visibility of marketing activity giving them the confidence to focus on developing the business and its people.

Class	Activity	Detail	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct
Interactive	Web Updates	Blog, LinkedIn, News, Articles, Events and Lists										
	Information E-Shot	Linked to News, Events, Case Examples										
	Events E-Shot	Monthly events listings										
	Traffic Gating	Free programme - 1 week										
Networking	Build and maintain Referral Partners	Exact regular regime of contact										
	Speaker Networking	TC - apply online										
	University Alumni	OCI - (they have a Facebook Group)										
Events	Workshop Events	In consultation with T&L (top)										
	Attending Trade Shows	As per event plan (to be designed)										
	Hospitality	To be agreed - launch and other?										
PR	Press Release	Relevant, timely, monthly, PR.org?										
Collateral	Case Examples	Review and write quarterly										

