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- ▶ **Client:** J&P Supplies Ltd
- ▶ **Product:** Industrial Pipeline Supplies

▶ **Services We Offered:**

- Updating of customer database
- Sourcing additional mailing lists
- Designing of marketing material
- Transferring all literature to CD
- Running direct mail campaigns
- Press Relations campaigns
- Preparing CPD Seminars

- ▶ J&P Supplies, based in Stourbridge provide expansion joints and pipework fittings to the mechanical services and process industries.

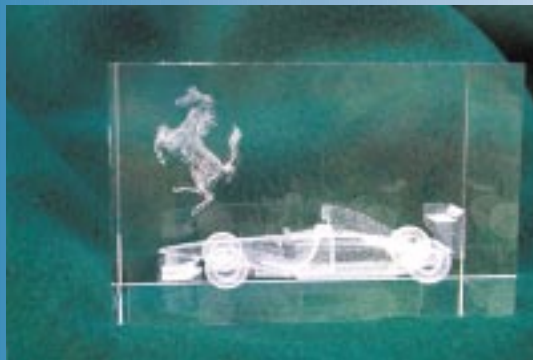
Whilst being established for many years the company had no strategy for increasing sales in a competitive market. The turnover figures were falling year on year. The company chairman asked KM Services to assist in establishing a marketing strategy to reverse this trend. We agreed a daily fee and spent on average a day a month working for J&P.

First the companies' customer database was out of date and needed major modifications to make it suitable for marketing. We then created cost effective, imaginative marketing materials to be used in regular direct mail campaigns.

The existing technical literature was converted to CD-Rom and updated to include interesting case studies, to be sent out to customers who responded to the campaigns. In parallel we ran a PR campaign to obtain editorials in trade magazines, which supported the direct mail.

Unlike their competitors, the Company had not been targeting the lucrative specification market, so we obtained mailing lists, and pushed forward this change of direction, which included preparing technical presentations to customers, and advertising in trade journals.





- ▶ **Client:** Innovation 2 Market Ltd
- ▶ **Product:** High Quality Corporate Gifts

▶ **Services We Offered:**

- Researched the market
- Compiled a database of prospects
- Designed and printed marketing material
- Conducted direct mail campaign
- Followed up all sales leads
- Sales visits to prospects
- Secured the first order

- ▶ Innovation to market (I2M) in Swansea developed a method of producing high quality 3 dimensional images in crystal glass blocks to be used as corporate gifts, and needed support in taking the product to market.

KM Services were asked to conduct the marketing exercise from scratch and were given some samples of the high quality product, while I2M continued work on their many other innovative projects.

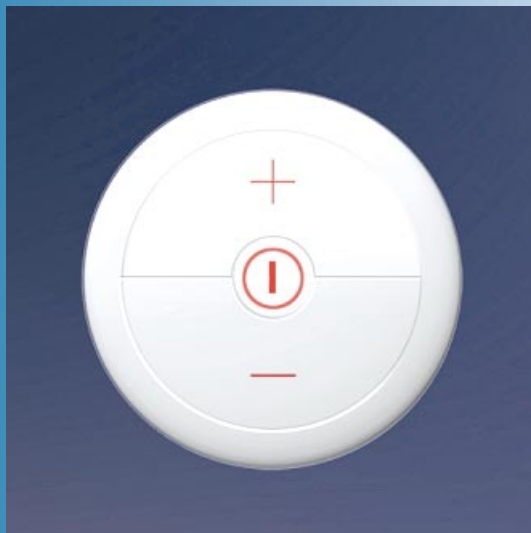
Laser etching images in crystal is an expensive process, and the potential customers need to have the ability to provide computer images suitable for the process, and also the budget available to order in economic quantities.

The service we provided started with researching the market to find who would buy this expensive product. Once we had established the market we compiled a database of prospects, designed and produced the sales brochure (including doing the photography) and carried out a direct mail campaign.

We then followed up the many responses to the marketing campaign, which involved attended meetings with customers out in the field to obtain enquiries for this bespoke product.

We are proud to say that we secured the first large order for a customer based in Japan, before handing the results of the campaign back to I2M.





- ▶ **Client:** Micro Heat Ltd
- ▶ **Product:** Innovative Heating Appliance

▶ **Services We Offered:**

- Assisted in writing business plan
- Devised Marketing Strategy
- Established marketing budget
- Market Research & Focus Groups
- Developed brand identity
- Arranged product photography
- Running PR Campaigns
- Web Site Design and control

- ▶ Micro Heat has developed an exciting innovative method of space heating using microwave technology, combined with an aesthetically pleasing design incorporating the latest technologies.

Firstly we needed to develop a marketing strategy and budget, which was incorporated into the business plan, which attracted the necessary investors to fund the project.

As the heater would be selling into a niche market we set up focus groups to obtain valuable feedback from prospective customers on the design and functionality of the product.

The marketing strategy was geared towards obtaining the maximum exposure for the product at the minimum cost, with customers being driven towards the website following editorials and advertising. Customers will then be able to purchase the unit online.

We also controlled the design and production of the packaging material, instruction booklet and all sales literature for the new product.