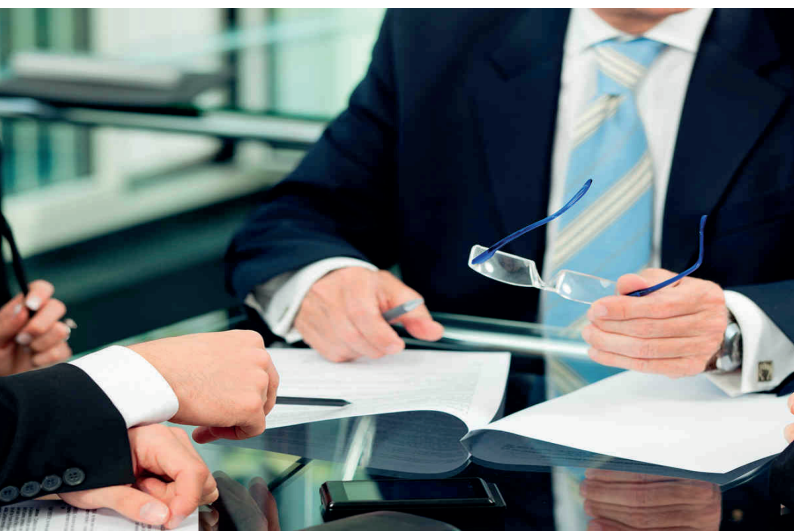


the marketing centre

Proven Marketing Leaders. Real Business Results.

case study



The Marketing Centre helps
customs consultants
Customs Connect redefine
their brand positioning
with positive results.

Customs Connect engaged a part-time Marketing Director from The Marketing Centre to mentor and train their existing marketing team and rapidly establish their brand, during a period of significant growth and international expansion.

Challenge

- In order for the company to grow it needed to rapidly develop a marketing infrastructure to support the business
- It needed to create a stable new multi-lingual website to support its expansion into new markets
- It needed a brand refresh to professionalise the look and feel of all brand elements

Solution

- Appoint a part-time Marketing Director to create and oversee the execution of activities by the internal team and mentor and train to develop their skills
- Develop a marketing plan with a week by week activity plan for the marketing team
- Development of original content across digital media with relevant benchmarks to measure performance
- Develop a new multi-lingual website that clearly states the customer benefits. Employ the services of an SEO provider
- Implement the first global sales team training event and 1-2-1 skills sessions

Result

- A stable, professional marketing function that fully supports sales
- Part-time Marketing Director handed over to the internal full-time marketing resource, complete with a marketing plan of action for the next financial year
- A marked increase in web traffic and leads for the now fully trained sales team to pursue
- Marketing progress report now presented regularly at Board level
- Quality suppliers in place delivering value for money

“ At this stage in our development we required the skills and guidance of a professional and experienced Marketing Director to lead and mentor our in-house resource through this duration of rapid growth. As our need was not full-time, we looked to the Marketing Centre for their services and flexible approach, a perfectly suited business solution for us during this period of transition.

Neil Sheppard, CEO, Customs Connect ”



Customs Connect is a specialist customs consultancy, focused on delivering real measurable saving opportunities for its clients. With offices in Leatherhead, Worcester and Salford this VC backed business has ambitious plans to broaden and grow its activities across Europe.

Support for a Growing Business

Using the Marketing 360 Diagnostic Tool the company realised that it urgently needed some senior marketing skills, as its scores were lower than expected, scoring zero for the question 'How established is our brand?'.

Whilst the core team focussed their attention on putting the right people and operational infrastructure in place to expand the business, The Marketing Centre was engaged to provide a Marketing Director who was able to hit the ground running, creating a marketing infrastructure that was able to support the business and implement a marketing strategy and plan to help the business during this stage of rapid development.

Complete Marketing Overhaul

Part-time Marketing Director, Lesley Lloyd was able to use her extensive industry experience to put the marketing infrastructure in place from which Customs Connect could grow in the future. Her international experience was beneficial as she quickly understood the geographic challenges of the company's business.

Customs Connect now have a marketing plan in place with a weekly list of activities and actions for its in-house marketing resource to follow. They also have a new roster of quality suppliers, a new structurally robust and well performing website, an active social media and lead generation plan and specific KPIs in place to benchmark its performance.

The company have already seen the impact its content marketing is having with its target audience on social media, which is now effectively and consistently driving traffic to its website. LinkedIn content saw an uplift of +33.6% from direct links whilst traffic from Twitter increased by 350% for the same period.

At the end of her time as part-time Marketing Director with Customs Connect, Lesley asked the board to once again complete the Marketing 360 Diagnostic Tool. This time they were pleased to see significant progress had been made and a score of four out of a possible five.

Succession Planning

Neil Sheppard, Customs Connects CEO, felt that part of the success of their experience with The Marketing Centre was the way the Marketing Director worked with their Marketing Co-ordinator.

With Lesley providing the necessary mentoring skills and organising the appropriate training, the in-house resource was equipped with the necessary skills required to eventually take over the reins.

“ The Marketing Centre solution was perfect for us. During a period of rapid growth and international expansion, we had a professional in place to bring best practice to the running of our department and bring marketing skills to the company and the Board.

The Marketing Centre has been a really good way of getting the best of both worlds. Getting somebody of the right calibre, who really gets to understand your business and makes marketing work for your company, but without the expense of employing them full-time. **”**

**Neil Sheppard, CEO,
Customs Connect**

“Although we only needed our Marketing Director one day a week, Lesley was always able to respond to any questions we had in good time.

During each visit she spent time going through the 'to-do' lists with our Marketing Co-ordinator, helping solve any issues and preparing for the week ahead, so that everyone knew exactly what they had to do, by when and how to do it.” commented Neil Sheppard, CEO of the Customs Connect Group.

