



Client
CASE STUDY

INDUSTRY

TRADE SHOW & EXHIBITION

RESULTS

\$4M TO \$5.3M IN 8 MONTHS

SCOPE OF WORK

DIFFERENTIATION STRATEGY, BRAND AWARENESS,
LEAD GENERATION AND CONVERSION

KEY OBSERVATIONS

We established whilst our clients were aiming for higher end customers, it was more profitable and “less painful” dealing with clients sitting in a spending bracket in the mid-range tier.. and... nobody was targetting them.

Product Mix - we established the clients’ product mix was not simply just exhibition/display trade show stands – it was providing “Brand Solutions” and therefore enabled them to vertically increase products and services and the average spend per client.

We provided the sales team with a new sales process on how to promote the new product offering.

One particular event worth \$500,000 was painful and unprofitable, we suggested cancellation and then replaced it with another, more profitable one.

\$45,000 INVESTMENT

GOALS

MARKETING KPIS

- Increase leads and “win back” past clients to increase market share
- Fill quiet times with other areas of business
- Expand clientele base and average spend per client

FINANCIAL KPIS

- \$4mn - \$6mn turnover in 2 years
- 50% gross profit

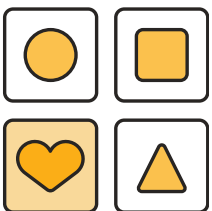
HOW WE GOT THEM THERE

A STRATEGIC OMNICHANNEL APPROACH

The Strategic Plan incorporated the alignment of the following channels:

- LinkedIn
- Facebook
- Paid ads
- Videos + Photography
- Monthly newsletters
- Email nurture sequence
- Website blogs
- Organic keywords
- Google My Business

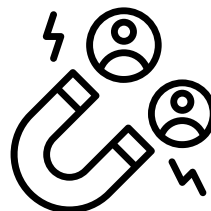
REVENUE GENERATION MODEL USED



Differentiation



Brand Awareness



Lead Generation



Conversion

- **Financially** – \$4mn – \$5.3mn in 8 months
- **Gross profit** – remained at 50%
- **Conversion rate:** 39% to 42% to 45%
- **Average client spend increase due to vertical expansion of product range and services, increasing efficiency** from \$150,000 to \$500,000. We had them promote the same display as a pop up stand, for an external event with suppliers and customers, for National tradeshow and for inhouse showrooms as well.
- **Google rankings lifted.**
- **Expansion into new international markets.**

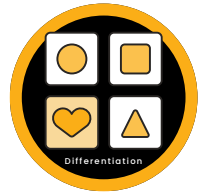
CHANNEL WINS

- Facebook advertising – spent \$50 – resulted in over \$250,000 worth of business
- A “touching base” newsletter resulted in a \$150,000 job as the previous Marketing Manager had moved to a new company so new business was won.
- A LinkedIn post was seen by one of the new contacts we had connected with – she saw they had worked with the company 2 years previously and came straight over – \$110,000 stand.

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Step 1: Differentiation

- Identified the outcomes clients were seeking
- Established the “new feel” for the brand messaging.
- Developed the new product and service mix offering
- New Clientele base identified
- Built the vertical offering



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Step 2: Built Brand Awareness

Marketing plans and themes were developed 3 months in advance based upon the required revenue goals, themed based on the marketplace, and rolled out accordingly. We took them from being simply word of mouth to putting them in front of more of their ideal clients. Video was a strong tool.



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Step 3: Lead Generation

- a) We developed website “lead magnets” to acquire new client emails for the database and put them through the nurture sequences to then pass onto the sales team to contact and convert. These were educational downloads promoted across all pipelines.
- b) Facebook advertising targetted specific show clients (i.e. pool show) across selected States, was implemented.
- c) Continued monitoring social media channels on a daily basis, continuous connecting with potential clients, responding to requests (passing on to sales team when needed).
- d) We designed and developed an augmented reality brochure as a new marketing tool to send out to potential clients and for the Directors to take overseas with them.



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Step 4: Conversion to the next level

Unfortunately, Covid hit and at this stage the team went into maintenance mode. They were lucky we had expanded their range so they could survive in other are



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Step 5: Ensuring we kept on track

- Monthly meetings with the Head of Sales were held.
- Quarterly meetings with the Directors held Monthly.
- Reports for all pipeline metrics and growth figures.

