



Case Study

Brand and Marketing Agency

New Strategic Solution To Leverage Digital Technology and Enter New Markets

PROFILE

A brand and digital marketing agency. At the time of the project, it was a traditional media agency; with a small but focussed portfolio of brands in London and were looking at digital marketing as an add-on to their current suite of services.

No. employees at the time: 28

OBJECTIVES

- Identify new areas of opportunity e.g digital marketing, automation, analytics, mobile apps
- Create a technology strategy to support the transition
- Transform customer experience and engagement
- Ensure implementation is future proof

SOLUTION

- Provided Leadership, insights, & change management
- Designed and delivered a roadmap of Transformational Change
- Created new services to pursue new market opportunities
- Sourced new partners to collaborate on non core areas
- Created program of continuous improvement

OUTCOMES / RESULTS

- Significant new and enhanced services portfolio
- Introduced new technologies to underpin services
- Enhanced customer experience
- Immediate revenue uplift due to new services offering
- Creation of new roles to meet scale-up
- created ability to scale-out internationally

AT A GLANCE

Challenges

- Underperforming due to lack of innovation,.
- Traditional culture
- Dated Infrastructure
- Poor customer experience
- Skills imbalance
- Static customer base

Outcomes

- Highly innovative organisation
- Embraced risk and change to renew company & rapidly grow
- Highly Scalable Infrastructure
- Reimagined customer experience
- Exponential revenue growth
- international job creation

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THE MISSION

- The client was missing out on opportunities due to its inability to provide modern marketing tools and techniques e.g. digital marketing, mobile apps.
- To review and identify opportunities for innovation and modernisation
- Identify areas for automation and self-service.
- Provide a transformation roadmap to enable new market opportunities;
- To enhance existing services and make effective knowledge-led decisions on future service provision.

WHAT WE DID

- Provided leadership and strategic insights
- Reviewed the client's business from both a technology and business point of view.
- Identified several key areas of infrastructure and technology that were required to enter new marketing channels
- Identified new business processes and skillsets
- Delivered increased performance internally, and from a customer experience point of view.

FOCUS AREAS

Digital Marketing :

Created facility for digital marketing, social media, web design, and associated optimisation. This included the following:

- A platform for Digital Development of marketing and content assets.
- Automated Web development and associated optimisation platforms.
- Automated channels for performance marketing across paid, earned, owned, and social media.
- Data Analytics to underpin all operations
- Client self-service portal and tools

Mobile Apps:

- Created the facility for developing mobile (IOS and Android) apps and content services as part of the new suite of services.
- Formed partnerships to deliver services

Organisation

Devised and led a programme of transitional projects that encompassed implementing several new platforms, updating, and implementing processes, and realigning parts of the business to deliver new capabilities. This approach was taken to ensure the organisation would remain resilient, future-proof, and adaptable in the face of seismic change in the industry; enabling the client to buck the trend and scale-out internationally whilst growing revenue and profits.

SUMMARY

The organisation was able to offer new enhanced services to their clients; able to make better-informed decisions by having real-time data to hand. This gave them a very strong position to scale their service delivery and capture new market opportunities

As a consequence, the client was able to scale-up and scale-out. Over the last 5 years, they scaled from 28 to +500 employees, and operate in UK, EU, and USA