

## **CASE STUDY - MARKETING STRATEGY**

### **THE CUSTOMER**

[Majenta Solutions Ltd](#) is a specialist CAD/CAM software and IT systems reseller, based in Brentwood Essex. Trading since 1995, Majenta has partnered with some of the biggest names in their industry including Autodesk, Siemens PLM, Network Appliance, HP and Dell. Whilst Majenta had no dedicated marketing resource, they have been successful in generating reasonable sized new business, albeit ad hoc and sometimes sporadic.

### **THE CHALLENGE**

- Communicate effectively and regularly to all customers raising awareness of relevant products and services
- Identify any 'low hanging fruits'
- Generate leads for the Sales Team
- Communicate effectively with all Majenta partners, and where appropriate claim and use Sales Development Funds available
- Support the sales team where appropriate so as not to distract from their primary role of closing business.

### **THE SOLUTION**

Majenta turned to Business Vitamins for their experience of the market place and demonstrable track record in this sector.

Business Vitamins worked with the Majenta team to create an integrated marketing plan that was designed to maximise the cross-pollination between sales divisions, ensure all customers were being contacted regularly and above all deliver significant measurable sales pipeline results that could be tracked on their in-house CRM system, Salesforce.com™.

Considerable focus was placed on dramatically enhancing Majenta's online presence via search engine optimisation and "pay per click" campaigns, as well as enabling their website to deliver actual sales-leads.

The marketing plan utilised a mixture of email marketing and webinar activity as well as more traditional methods including direct mail, seminar, telemarketing, press release and advertising campaigns.

Business Vitamins then monitored the execution of the plan and ensured all key performance indicators were met, making changes where necessary.

### **THE RESULTS**

Less than 12 months on from the start of the project, the Business Vitamins plan had delivered closed business of c£150k and a qualified opportunity pipeline of c£900k.