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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First the companies' customer database was out of date and needed major modifications to make it suitable for marketing.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.

