



- ▶ **Client:** Innovation 2 Market Ltd
- ▶ **Product:** High Quality Corporate Gifts

▶ **Services We Offered:**

- Researched the market
- Compiled a database of prospects
- Designed and printed marketing material
- Conducted direct mail campaign
- Followed up all sales leads
- Sales visits to prospects
- Secured the first order

- ▶ Innovation to market (I2M) in Swansea developed a method of producing high quality 3 dimensional images in crystal glass blocks to be used as corporate gifts, and needed support in taking the product to market.

KM Services were asked to conduct the marketing exercise from scratch and were given some samples of the high quality product, while I2M continued work on their many other innovative projects.

Laser etching images in crystal is an expensive process, and the potential customers need to have the ability to provide computer images suitable for the process, and also the budget available to order in economic quantities.

The service we provided started with researching the market to find who would buy this expensive product. Once we had established the market we compiled a database of prospects, designed and produced the sales brochure (including doing the photography) and carried out a direct mail campaign.

We then followed up the many responses to the marketing campaign, which involved attended meetings with customers out in the field to obtain enquiries for this bespoke product.

We are proud to say that we secured the first large order for a customer based in Japan, before handing the results of the campaign back to I2M.

