



The Marketing Centre helps NTCADCAM to improve their lead generation process and refine their brand.

NTCADCAM engaged with The Marketing Centre to develop and deliver a business growth strategy that gave measurable results. This included updating their brand positioning and branding elements.

Challenge

- Improve the alignment between the sales and marketing teams
- Increase the rate of new business generation to complement the high level of customer retention
- Improve Marketing ROI, particularly on digital marketing and Pay Per Click
- Refine the brand to make it more accessible to engineers of the "Millennium" generation

Solution

- A new business generation process, fully agreed between the teams with process SLAs, targets and conversion metrics
- Detailed review of the lead sources that generate new business and their individual conversion rates then an optimisation of lead sources
- Changed PPC strategy from maximum visibility to best cost per acquisition.
- Supplier review and re-budget
- Lead management team through a rebrand

Result

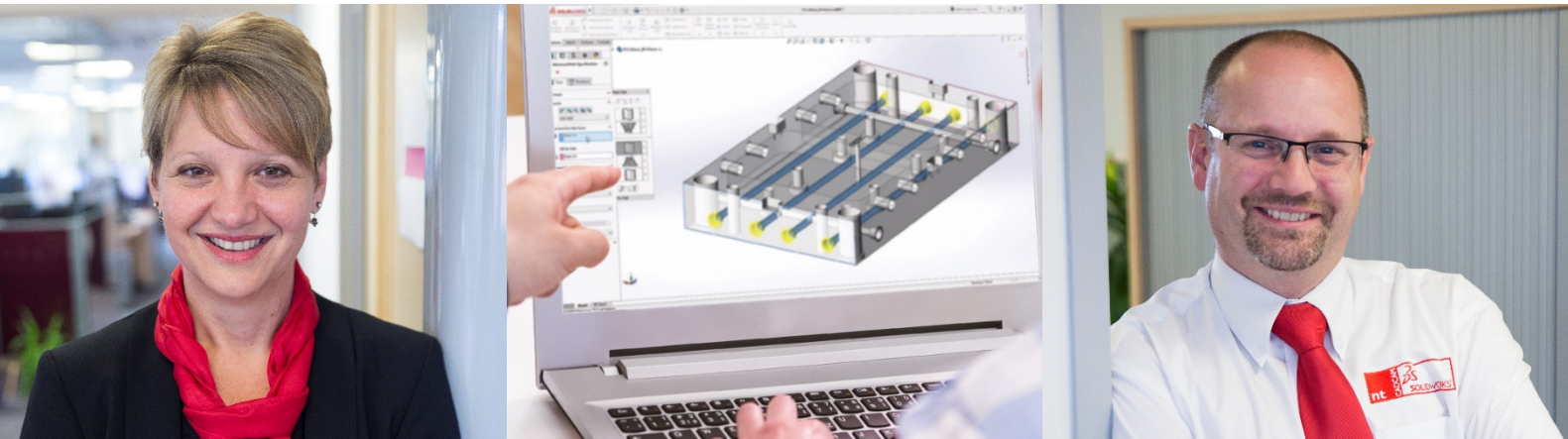
- Increased number of new business opportunities at lower overall cost
- Improved lead conversion rates due to tighter processes and better understanding of conversion rates.
- ROI on PPC activity increased fourfold
- Higher revenue achieved with reduced marketing budget
- Rebrand around the "Let's Make It Happen" tagline.

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“We engaged The Marketing Centre to give us an external point of reference and provide a part time Marketing Director who could help us identify what was required, make the changes happen and drive our results.”

Chris Horn, Managing Director, NTCADCAM.

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NTCADCAM is a significant SolidWorks Value Added Reseller (VAR) who provide Computer Aided Design and Computer Aided Manufacturing systems throughout the UK. The company also offers system training and support and has a very loyal customer base.

Origins

NTCADCAM introduced the SolidWorks software into the UK over 20 years ago. The business helps engineers and product designers make inspirational, ground breaking products better, faster and most cost effectively.

Headquartered near Oxford, the company has a very high reputation amongst suppliers and customers for it's service, support and training courses. There are field based and internal sales teams, plus an inhouse marketing organisation supported by external suppliers.

Growth

The company had an excellent record of customer retention, but felt that new customer acquisition could be improved. Internal discussions about how to resolve this had resulted in an impasse between the sales and marketing teams.

Additionally, the management team were keen to explore ways of improving marketing ROI without sacrificing results.

The company engaged Robert Stead as their part time Marketing Director, initially for one day per week; to support the team engagement, process development and improved marketing ROI

Branding

The management team felt that an enhanced positioning and messaging would help potential customers engage with the benefits of working with NTCADCAM. Robert facilitated a series of discussions which refined the brand deliverables and resulted in a new tagline "Let's Make It Happen" and enhancements to the web site

Process

The first step was to define standards; what a good lead looked like, what conversion rates were to be expected and how many were required to meet business development goals.

This was followed by an agreement on how these leads and conversions would be tracked and what SLA would be applied to the sales follow-up. Marketing team roles were redefined to support this agreement and the CRM system was enhanced to support the process and reporting. A weekly sales and marketing review enabled clear feedback about progress and provided an opportunity to discuss next steps.

ROI

Existing marketing suppliers were reviewed, resulting in some immediate cost saving, the PPC strategy adjusted to one that maximised return on investment, rather than visibility and the overall marketing budget reviewed and aligned by outcome rather than activity. It became clear that performance would be improved by an increased level of marketing automation, after a selection process HubSpot was installed. This new system and the improvements in process and measurement are now delivering significantly enhanced marketing ROI.

For further information please call us on 0208 166 3106 or visit our website at www.themarketingcentre.com

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“Robert had an ability to work with all the people in the business, support and develop the marketing team get us to where we are today and set things up for future progress. He added huge value to the marketing team and the business.”

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Chris Horn, Managing Director, NTCADCAM.