



Marketing on a shoestring that delivers results

'making your business leaner, fitter and more powerful'



Marketing Gym Ltd Client Case Study: Kalimex, www.kalimex.co.uk

Kalimex supply a range of top of the market automotive repair products that are sold through a network of over 1200 motor factors and automotive specialists on a UK wide basis. They have eight commission only sales agents. Based in Plumpton, this incredibly successful business operates from a converted cowshed.

Why Call in The Marketing Gym Ltd?

Mike Schlup, the MD had big plans to take Kalimex from being a £500,000 a year turnover business to over £1 million a year turnover - in a timeframe of just three years. He realised that some external marketing help was needed to achieve this and retained Dee on a monthly basis.

The relationship is still going strong today and three years down the line, the magic turnover figure has risen to £1.2 million!

A Few of the Many Achievements so Far

- **Huge PR exposure** - Kalimex feature on a month-by-month basis in all of the key trade magazines that reach their motor factor targets and their motor mechanic targets. Approximately £50,000 worth of free PR has been negotiated to date in return for Dee Blick writing marketing top tips articles for the magazines. Relationships with the editors and journalists are so harmonious that often, if a page becomes available, it is filled with a Kalimex article - without even asking for it.
- **An active, regular and incredibly low cost marketing programme has been developed for existing Kalimex motor factors.** This has encompassed monthly faxback offers, newsletters and free gift promotions - just recently, a product had an uplift of 800% in sales, with a simple faxback that was inserted into statements. Responses to these low-cost monthly faxback campaigns range from 5% to 27% and show no signs of dropping off.
- **The Kalimex brand is now in the sphere of 'achieving its potential'** - the added value it offers customers and consumers is so great that they won't willingly accept substitutes elsewhere and they embrace new products with enthusiasm and trust. This has been achieved through developing regular no selling campaigns with motor factors where the Kalimex brand is being promoted and instead of sales, we ask for their feedback and integrate this into ongoing promotions.
- **The latest project is the Kalimex Motor Factor and Professional Motor Mechanic Survey.** Despite figures being quoted by other professionals of £3000 to create and deliver a survey, this project has been achieved with a budget of just a few hundred pounds including postage.

The relationship between Kalimex and the Marketing Gym Ltd is a great example of achieving fantastic results that pass the test of time- on a shoestring budget.