



Marketing on a shoestring that delivers results

'making your business leaner, fitter and more powerful'



Marketing Gym Client Case study: Sussex Based Recruitment Company

Some Vital Background Information

This recruitment provider was operating in the care home sector only, fulfilling their recruitment needs with qualified and talented personnel from Europe. They had been operating for a year and their marketing efforts were failing to yield any discernible responses. Also, their client acquisition costs exceeded the value of new clients brought on board.

They contacted Dee Blick after listening to her delivering a marketing seminar for Business Link. **They were mailing out a newsletter every single month to 12,000 targeted cold prospects and getting absolutely Zero response for their efforts.**

It was easy to see why

The newsletter looked homemade. It simply combined a few visuals with dreary copy. There was a lack of information rich content, no call to action and no added value focus. There was no copy to spell out why the targeted prospect should be using them versus their competitors. All in all a great business was underselling itself.

Several newsletters later!

The creative planning that went into this project was a key reason for the astonishing success that followed. Time was spent brainstorming topics. These ranged from: 7 compelling reasons to work with us, to how to make your grounds colourful and inviting, the importance of colour in a care home environment and how to plan a great entertainment schedule for residents. Information rich content was key to delivering a genuine newsletter rather than a sales flyer.

To encourage the care home manager to place their recruitment with my client, we ran seasonal bouquet themes. This alone prompted positive letters and repeat orders. People absolutely loved receiving these beautiful flowers.

We also ran a regular competition offering M&S vouchers to the lucky winners, with the questions based on the articles in the newsletter. This encouraged people to read the newsletter thoroughly to be sure they were giving the right answers!

Because one of the Directors did not like cold calling, we launched a survey in the newsletter, giving her the perfect opportunity to follow up by telephone, focusing on the survey questions rather than launching a cold call pitch. We then published the results of the survey in the newsletter that followed.

The results...

Were unbelievable. In the last newsletter alone, **£40,000** worth of recruitment business was generated from both new and existing clients. All this from a simple two-sided A4 newsletter...