



Marketing on a shoestring that delivers results

'making your business leaner, fitter and more powerful'



Marketing Gym Ltd Client Case Study: Techmobility, www.techmobility.co.uk

Some Background

Techmobility adapt vehicles for disabled motorists under the Motability scheme. Most of their business is from car dealerships within the South East area.

Why Call in the Marketing Gym Ltd?

The business was already very successful, with year on year growth, new engineers and a planned move into bigger premises. However, the MD Ryan Walker wanted to begin a proactive marketing programme so that existing dealers would refer more vehicles to Techmobility for adaptation. There was also a much wider dealer marketplace to be had. Two existing clients recommended Dee to Ryan, Kalimex and tek express, and the rest as they say is history!

Just A Few of the Projects Accomplished so Far

- **A complete rebrand** with the addition of a strap line "innovative adaptations for disabled motorists" to really communicate Techmobility's difference. The rebrand was essential as Techmobility were using a number of different visual approaches in their marketing, with no consistency.
- **An A4 4 page dealer newsletter** - a strategic tool that communicated the rebranding, the imminent launch of the brand new Techmobility website, an introduction to the team and most importantly the benefits of dealers using the mobile workshop service. A competition within the newsletter generated dozens of positive responses. The newsletter began the process of building a buzz around the brand and delivering the facts on Techmobility's capabilities.
- **A brand new website which has had an amazing response!** Planning, great copy and a fantastic look was essential as this website had to be a tool that the Motability dealer could use in the presence of a customer. It also had to include an active news page so that we could generate offline and online dealer campaigns and it had to stand apart from other competitors' websites, that were in the main suffering from "home-made" syndrome.
- **Ongoing direct mail campaigns to cold dealers, warm dealers and lapsed dealers.** The direct mail campaigns had to blend marketing and sales messages with information about products and services to hold attention and be credible.

Some Results (client confidentiality means that we can't go into too much detail)

- **20% response to the first dealer direct mail campaign promoting the new website**
- **8 warm meetings arranged with prospective Motability dealers in Reading**
- **The largest Motability dealer in Reading** is now placing orders and new Motability dealers are signing up as a result of the website, plus lapsed dealers are now coming back on board

Project partners were: ICG print and design and Local Web Solutions