



CASE STUDY

About Erica Harley Associates

Erica Harley Associates are specialists in creative, experiential learning events providing bespoke programmes for organisations that want to get the best out of their people from board level to the shop floor.

What we did

EHA wanted to be able to prepare for an exhibition and ensure follow up was carried out afterwards. We established what current sales and marketing they did and then worked with the team at EHA to develop a sales and marketing plan. This included:

- holding meetings to understand their business, current marketing activities and pulling it all together in the form of a sales and marketing plan
- looking at in house systems to analyse their existing customer base, repeat business and how to capture/log new inquiries to enable follow up
- holding a session to brainstorm what they may be asked on the stand, what their responses would be and to explore what information they wanted to gain from visitors to the stand and what their approach would be
- writing, designing and printing a new brochure
- reviewing marketing letters with an emphasis on the reader's needs
- making follow up calls to arrange appointments

What they said

As a small business we had no written marketing plan and were letting opportunities pass us by simply because we did not recognise them. We had come to the decision that we needed more professional help in working towards increasing our customer base. We sought assistance from Business Link and were put in touch with Angie.

Working with Angie has really helped us focus on creating a marketing strategy and has provided the support we needed to enhance our performance on our exhibition stand and to maximise our returns. She came to meet with us and through reading our material and asking questions she learned about our business and even attended a couple of events. We then discussed a number of options for both marketing initiatives and further market research and were able to draw up a marketing plan based on our priorities and budget.

Angie helped us develop a positive and actively questioning approach to potential clients and she has followed up our leads and made appointments with prospective clients. She has also supported us in creating new marketing material and assists us with creating customer focused material.

We firmly believe that Angie's assistance is invaluable to the growth of our business