

StreetwiseSubbie Helped Us Find Better Quality Customers

Background

Anglian Architectural is a Specialist Contractor that specialises in designing and installing architectural glazing and rainscreen systems, including Fire Rated aluminium and steel glazing systems. They work for a wide range of Contractors across the country and the managing director, Trevor Kirby, wanted to improve the manner and frequency that they communicate with their customers. They had never done any form of targeted marketing previously and were keen to find out what effect it would have on the business.

The Problem

As a StreetwiseSubbie Gold Buddy, Anglian Architectural took advantage of their one-hour free, monthly consultancy, to work with their Streetwise Sales and Marketing Consultant to create and implement the e-mail marketing campaign.

StreetwiseSubbie worked with Trevor to create the campaign, which involved designing the look and feel of the e-shot, writing the copy, managing the contact database, broadcasting the campaign and then reporting and responding to the results.

Anglian Architectural's existing customer and prospect data was integrated with new marketing data supplied and researched by StreetwiseSubbie's head office team and the result was that they were able to not only re-establish marketing contact with customers, but were able to promote their combined design and installation service to a new pool of potential customers whose name, email address and location had been researched by telephone.

The Solution

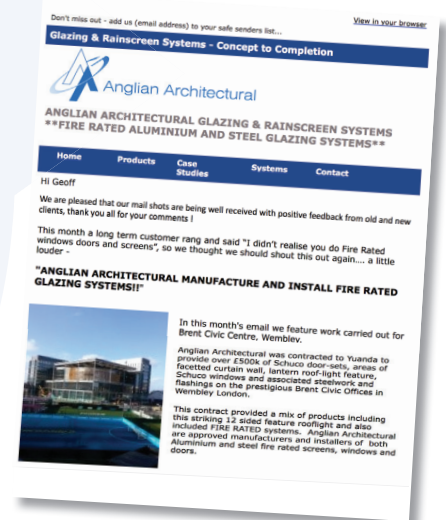
An informal and regular email has been going out to the newly organised marketing list over the last few months and this has not only resulted in new requests to tender for projects, but some recipients have replied positively to Trevor's efforts to keep them abreast of the top quality projects that they have worked on. One recent email showcased the new residential wing and conference hub at Girton College, Cambridge, which achieved a BREEAM EXCELLENT rating.

"I recommend all Specialist Contractors, whether they find trading in the present market to be a challenge or not, to get in touch with StreetwiseSubbie; we did - and the monthly fee has been money well spent for advice on both Contractual and Marketing matters. We are a small firm and when we needed Contractual support to fight a claim that was dragging on, Streetwise was there for us and we got paid within a month."

Trevor Kirby
Managing Director
Anglian Architectural

To summarise

Trevor Kirby presented StreetwiseSubbie with the objective of finding 'better quality customers to work with' and the targeted e-mail campaign by StreetwiseSubbie has helped them to do just that.



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Our group has over 2000 members, search for: "Nationwide Alliance of Specialist Contractors"



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