



*"The tools and techniques Aardvark Marketing have introduced us to have given us confidence in implementing a marketing strategy. With the new brand identity, improvements to our website content and introduction of our User Group, the Argenta profile has been significantly raised."*

**Chris Woodhams, MD of Argenta**



## To design and implement a systematic Sales and Marketing program for Argenta

### Benefits:

- Number of sales proposals increased from 20 to 36 in 2 years
- Sales and Marketing system with planning, budgeting and KPI's
- A modern and professional Argenta brand established
- Website traffic increased by 86% from search engines and 107% from social media in 12 months
- New LabView customer User Group established for Midlands by Argenta

### Background:

Argenta aspired to be the preferred supplier in the West Midlands of test, measurement, control and automation solutions in the aerospace, automotive, energy and defence industries. Their projects include designing better systems and processes using state of the art software programs such as LabVIEW and hardware from National Instruments to provide bespoke solutions for their clients. The company also delivers supply chain modelling projects in the FMCG sector. Argenta had established a track record of delivering excellent, bespoke systems for a range of customers including industry leaders and well-known brands, and wanted to become more widely known in their chosen sectors.

We set out to create a marketing program that was affordable and effective to achieve these strategic goals and increase sales for this expanding family business.

### Marketplace and business challenges:

- Argenta was undergoing a management handover from the first to a second generation of the family business.
- Their key business goal was rapid growth supported by recruitment of new staff
- None of the managers had sales or marketing experience and no marketing had been undertaken in the past.

- Argenta had no overall sales and marketing strategy and no formal commercial planning or KPI measurement in place.
- Argenta wished to increase their digital marketing presence so that trade buyers and engineers had access to more information about the company and their projects.

### The Solution:

#### Customer insight

We undertook detailed customer interviews both to understand the Argenta proposition and to facilitate development of case studies for their more recent projects. The sales and marketing process was systemised and KPI's agreed and tracked as potential opportunities moved from 'suspects' through to 'prospects' and customers. An account management and referral strategy was devised and implemented, tracked through their internal CRM and customer project database, AMIS.

A new brand identity was created for the business to better reflect their position as a modern market leader, launched through exhibitions and sponsorship of the prestigious Midlands Aerospace Alliance Conference in March 2015.





*"The Improvements that have been implemented to the management of our sales pipeline mean we are much more focused in this area resulting in an increase in the number of projects we are quoting for."*

**Chris Woodhams, MD of Argenta**



New materials including industry white papers, case studies, pull-up banners, branded merchandise, leaflets and a referrer's information wallet was produced. The new branding was applied to the existing website, social media and email marketing campaigns.

#### **Planning and implementation**

The marketing activity centered on a more profitable pricing strategy, plus using social media, digital marketing and industry body sponsorship to raise the profile for the business with focus on the Midlands area. Referral partners, National Instruments, were provided with support materials to introduce Argenta to their customers.

After a full review, the Argenta website content, messaging and functionality was developed to make more effective use of digital marketing channels including blogging and social media. The website now supports an active local press and trade press PR strategy. To develop stronger links for Argenta with National Instruments and establish their reputation as LabView experts, Argenta organised and sponsored a new and very successful Midlands LabVIEW user group (MLUG). Marketing for this successfully combined targeted invitations, careful selection of specialist speakers, supported by social media, press coverage and exposure on both the Argenta and the National instruments websites.

Training and development of the directors and a newly recruited marketing manager were included in the project, so that the business reduced their reliance on outsourced support.

#### **Develop a lead generation program**

We created a 12 touch, 18 month Sales Generation program for each target sector.

Our job was to achieve a contact frequency that kept Argenta on the suspect's radar, build credibility for Argenta and enable recipients to make an informed decision about whether they wanted to speak to them directly. We enabled full integration of sales and marketing activities, using a mix of communication channels, industry messages and information about Argenta.

#### **Project Management**

Marketing activity was planned and implemented by Argenta directors and Aardvark Marketing. Monthly progress meetings tracked results and future planning, supported by online project management tools and cloud technology.

#### **Results**

Argenta branding is modern, stylish and professional. They have sponsored a Midlands Aerospace Alliance event and sponsor and organise a vibrant group of Midlands Labview Users which meets once a quarter. They have a suite of branded case studies and white papers and an active PR, social media and blogging strategy. This supports their targeted lead generation program for aerospace, automotive, energy, defence and supply chain sectors. From a standing start, the website traffic from search engines, social media and email marketing is significantly higher, resulting in more and better quality leads from their marketing.

Argenta now have formal, systematic and measurable sales and marketing processes in place that deliver more on-profile leads and result in higher number of projects at higher profit margins. The directors, a new marketing manager and admin staff are all fully trained to implement their new sales and marketing activities on time and on budget.

