

THE RIGHT MESSAGE
IN THE RIGHT PLACE
AT THE RIGHT TIME

TELESALES

SCENIC BLUE LANDSCAPE IS A MULTI-AWARD WINNING GARDEN DESIGN & CONSTRUCTION COMPANY WITH FRANCHISES THROUGHOUT THE UK. THEY PROVIDE THEIR SERVICES TO BOTH PRIVATE AND CORPORATE CUSTOMERS.

OUR RELATIONSHIP

Connect Marketing UK began their relationship with Scenic Blue through the North Yorkshire franchise.

Graeme Jackson, the manager of Scenic Blue North Yorkshire, had discovered two large areas of opportunity for his business (Schools & Pubs), which the company already had experience in but had not previously made the most of. After setting about beginning to open the door into these markets by writing and sending a letter to pub landlords and head teachers Graeme decided that the campaign needed a push.

After discussing Scenic Blue's desired objectives it was decided that in order to optimise the results of the direct mail piece Connect Marketing UK would provide a telesales follow up service. This service included contacting each of the Schools & Pubs that the letter had been sent out to and establishing their current and future development plans whilst logging their interest levels and general feedback comments.

The goal of each telephone conversation was to book an appointment for the interested contact to meet directly with Scenic Blue to discuss ideas and quotes. Approximately 10% of the follow up calls made to each area of opportunity resulted in the unveiling of real, interested leads and further contact with Scenic Blue.

Graeme Jackson was so pleased with the increase in business opportunities that he went on to recommend the service to two other Scenic Blue franchises, Scenic Blue Kent and Scenic Blue Guildford, who Connect Marketing UK worked with along similar lines to boost their businesses in the same way.

"The adhoc services that Connect Marketing UK provide suited my needs perfectly. The telesales campaign they undertook was well planned and documented and provided me with the information I needed. The focus of the task was maintained at all times and some good leads were generated. I would use their services again for future one off telesales campaigns."

Graeme Jackson, Managing Director, Scenic Blue Yorkshire



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 **CONNECT**
MARKETINGUK
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BRAND EVALUATION

brand development & management

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for existing or current products

COMMUNICATION PLANNING

for current, prospect and lapsed customers

COPY WRITING

use the power of words to get exactly what you want

DIRECT MAIL & PRINT

full direct mail service

E-MARKETING

e-shots, e-bulletins, e-newsletters, websites, customer surveys

EVENT MANAGEMENT

make an impact at an event, stand out, and be memorable

IMPLEMENTATION

Marketing professionals to deliver the activity

MARKETING AUDITS

evaluate your current status and come away with a marketing and communications plan

PUBLIC RELATIONS

use the resources that you might not realise are available to you in order to build on publicity

SEMINARS

have your target audience come to you

SUPPORT TO EXISTING MARKETING FUNCTION

for special one off promotions, events or campaigns

TELESALES

follow up & get results

WEBSITE & INTERNET SERVICES

make your website work for you & increase website traffic