



**Champion Timber**

Champion Timber are an independent timber merchant covering the South East. They have nine branches and turnover around £20m

Position4Business work with Champion to develop and manage their marketing to either increase telephone orders or increased footfall into the branches.

We have developed a number of marketing processes to achieve these goals;

- Customer database tracking spend and purchase frequency. Customers are put into bands (bronze, silver, gold) depending upon their purchase value with Champion.
- A marketing strategy has been developed according to each customer group.
- Monthly each customer group is targeted with different promotional material according to their spend and market segment to encourage footfall and purchase.
- Products featured in the mailings are pre-arranged with purchasing to encourage suppliers to fund the marketing material.
- Alongside this branch point of sale material is erected linking in with the monthly mailings, so that customers make the link.

**Results**

In three months sales have increased by 19%