



## T.Brewer

Specialist Timber Merchants with six branches covering London and Home Counties, providing timber to Building Contractors, General Builders, Carpenters etc

We work as Marketing Consultant for T.Brewer, acting as a member of staff from their head office.

For T.Brewer we provide the following services;

- Run their Marketing Department.
- Create their Marketing Plan.
- Manage their Marketing Budget.
- Develop a marketing strategy
- Manage their customer and prospect database.
- Implement monthly Direct Mail programme.
- Implement a monthly customer email newsletter.
- Implement a monthly fax mailing.
- Provide a monthly marketing report.

## Results;

In 2 months we have achieved over £200,000 new sales from previously dormant customers. These customers now continue to purchase monthly, adding to the new sales total.

T.Brewer marketing costs have been slashed without effecting performance. This means we are achieving a much higher return on investment. As T.Brewer marketing processes have been fine tuned the strategy is being revised to be more and more targeted in our goals.

We are now building a very strong customer database, and are able with direct marketing to manage their customers.

### Position4Business Ltd,

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