

Project Managed Direct Marketing Services:



Provided to a start up company, to contribute to the immediate and future success of the client.

Summary

Motivation was approached by a VC funded business start up seeking to develop and execute their marketing strategy. Motivation offered to project manage the entire function by forming a team consisting of Marketing strategists, web designers and printers. From the initial discussion between the marketing consultants, down to execution and provision of service delivery, Motivation managed the entire project with tremendous success. The client is now an established player and uses Motivation as its front end for customer service support.

Background

A VC Funded start up in the renewable energy sector got introduced to Motivation. Client was targeting the B2C sector and was looking to outsource the entire marketing function to a dependable service provider, so that they can focus on streamlining the entire start up operation.

Brief

Implement the marketing strategy from the business plan and develop a detailed marketing action plan. Motivation was also asked to manage the execution of the action plan, to generate a steady flow of leads and provide targeted PR coverage. Also to provide dedicated customer support service after the customer acquisition reached a critical mass.

Solution

Motivation works very closely with many marketing consultancies, PR agencies, design studios and printers. Having got the brief from the client, Motivation shortlisted experts from each of the domains and put an effective team together for the client. The series of activities that Motivation undertook included the:

- *Facilitation between the client and the marketing /PR agency to draw up the marketing action plan*
- *Allocation and monitoring of jobs to suppliers, graphic designers, web developers, printers and the advertising agency*
- *Fulfilment of the direct marketing activities in house, including email marketing, direct mailing and outbound telemarketing*
- *Training of staff within the Motivation contact centre to handle inbound queries from prospects about the product, client and the industry.*

Motivation delivered the key objectives of the company's service launch within time and on budget. The client has progressed from being a start up to an established player in their sector. We have confirmed and developed our relationship from initial project management to being an operational service partner. Motivation is the first point of contact for all the customer enquiries and the only lead generation centre for the client.

Chief Executive

"When Motivation pitched to not just provide DM services, but to project manage the service launch, initially we were a little sceptical. However we saw the promise, and it has turned out to be a crucial decision in our journey from being a start up to where we are now. I am glad we saw the potential from day one and Motivation has delivered on all fronts"