



# Turn up the volume

Golley Slater Results Marketing



# A higher volume of quality customers through your doors. **Sound good?**

Like many of our clients, you may rely on your marketing to deliver a constant flow of **quality customers** through your doors.

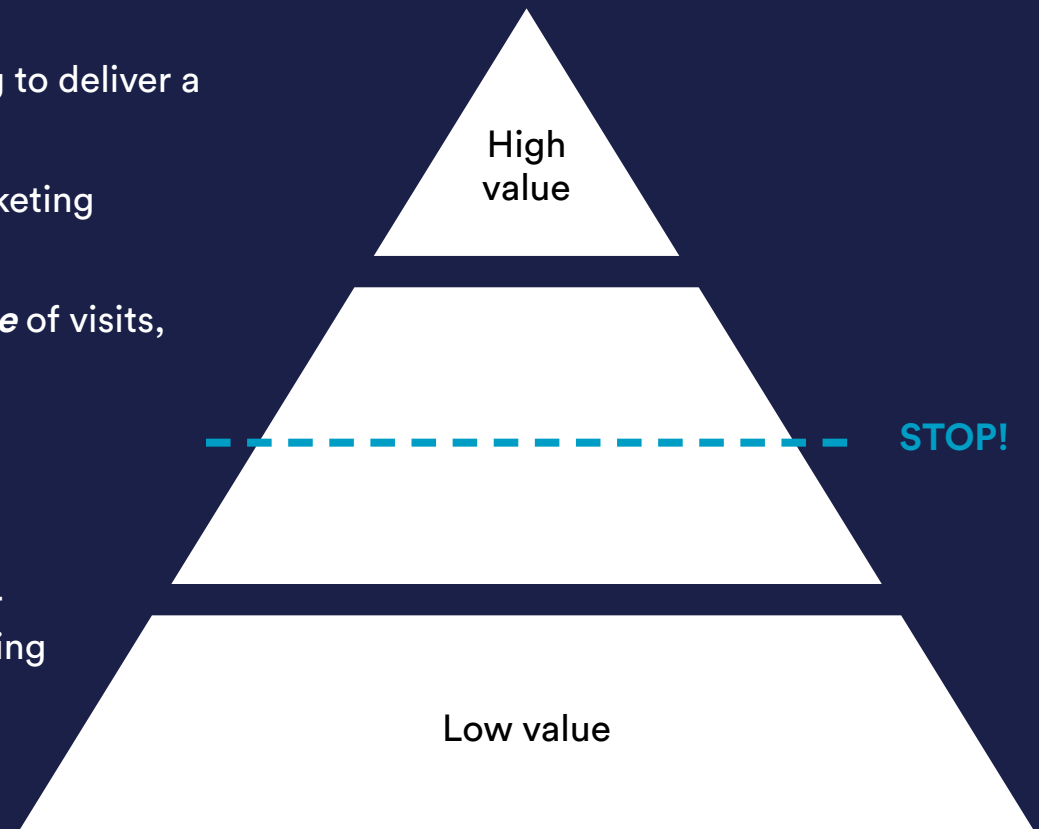
If that's the case you may also be finding traditional marketing methods are not as effective as they used to be.

Throwing money at the problem can increase the **volume** of visits, but often reduces the quality and **value** of customers.

## So what is the solution?

We believe the answer lies in taking a closer look at your current marketing, applying a little intelligence and making a few key adjustments to deliver a better result.

In short, we do **everything**, a bit better.



Volume/Value Model



# A finely tuned approach to **improve results.**

Here's how we help our clients review their current marketing to support a regional network and do everything a bit better.

**Better  
targeting**

**Better  
channel  
planning**

**Better  
messaging**

**Better  
decision  
making**

**Better  
results**

# Better targeting

Developing a targeting model for a business with regional sites can start from one of two perspectives:

**Either** “I know the audience profile for my product. I want to find where those people are living, in the catchment area of each of my sites.”

**Or** “I know the profile of the people living in each catchment area. I want to know who would be best to target locally, for each site.”

*These two answers are subtly different but lead to entirely different marketing strategies and subsequently, very different results.*

We help our clients by refining their targeting to a truly regionalised model, unique to each of their sites.





# Better targeting

We transform our clients' marketing by providing regional targeting models for each of their sites.



## Individual site targeting model:

- Mapping

*Each map takes into account transport links, drive times, geology and overlap with competitors or own sites.*



- Audience profile

*Each site has a unique profile of who is living in the catchment, how far they will travel, who should be targeted and where the value is.*



# Better Channel planning

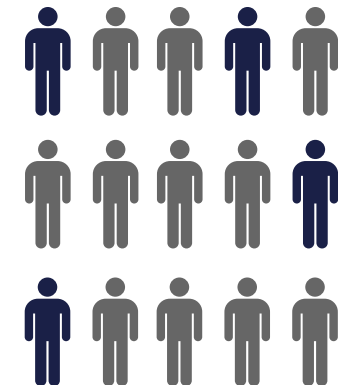
Once we know the exact number of targets and their profiles for each site, we can evaluate all possible channels for reaching them.

Remembering the **volume** versus **value** conundrum, we take intelligence from the data to weight the marketing spend towards the higher value targets, whilst ensuring *all* potential targets that *can* be reached, *are* reached.

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	££££

## A multi-channel plan is devised for each site

- High-value communications go to a **smaller volume** of high-value people
- Lower-value communications go to a **larger volume** of lower-value people
- Postcode targeting used in our communications is replicated in digital media





# Better messaging

Adapting to changing customers' needs means getting closer to them and understanding how we talk to them in their own language; how we become relevant in their world.

<b>Messaging</b>	<b>Content</b>	<b>Informed by</b>
<b>Regional</b> vs <b>National</b>	<b>Visit your local site</b> <b>Find your preferred site online</b>	<b>Mapping</b>
<b>Tactical</b> vs <b>Strategic</b>	<b>Local promotion</b> <b>Seasonal messaging</b>	<b>Business insights</b>
<b>Relevance</b> & <b>Resonance</b>	<b>Language</b> <b>TOV</b> <b>Imagery</b>	<b>Consumer research</b>



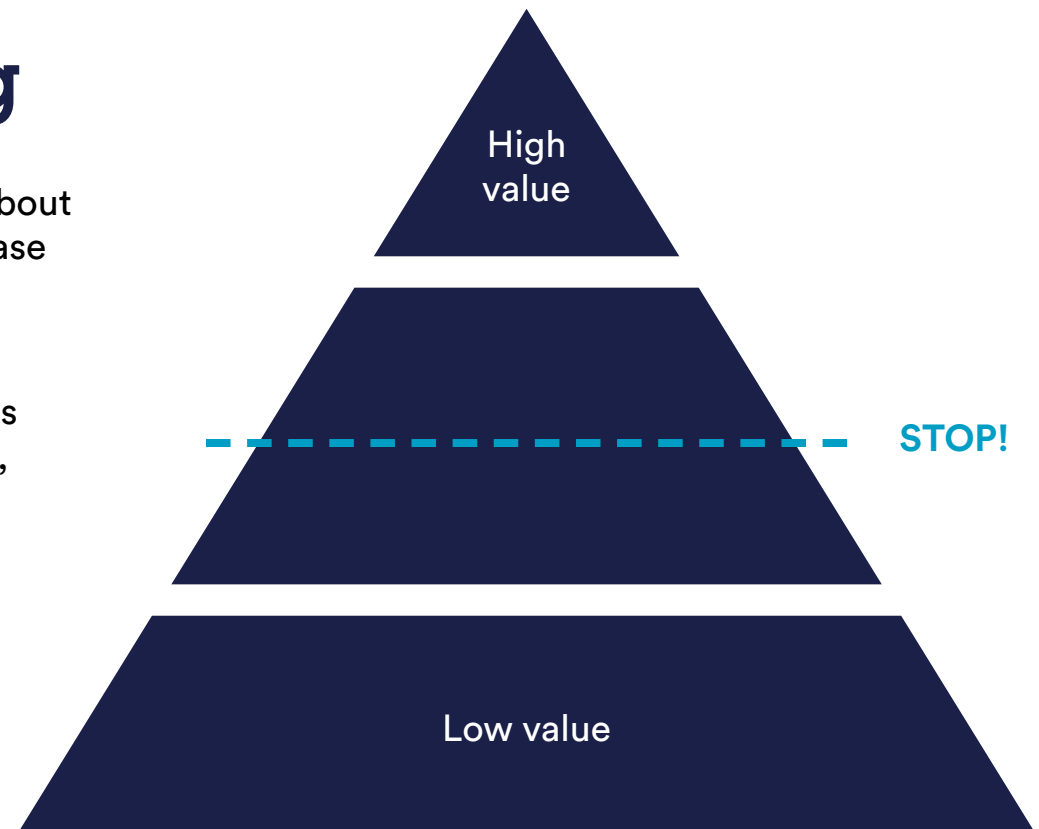


# Better decision making

Having the tools you need to make informed decisions about what happens to the value of your leads when you increase your marketing spend, means your budget can be spent wisely and with confidence.

We create regionalised '**efficiency models**' for our clients which measure the level of drop in value and overall ROI, each time the volume of marketing is increased.

This way, the question of when to stop throwing money at the problem of volume versus value, can be answered and backed up with real evidence.



Volume/Value Model





## Better results

All thanks to a bit of **intelligent thinking** combined with **good, old-fashioned 'know-how'**, our clients have enjoyed:

over **20%**



Increase in  
**quality customers through the doors**

over **200%**



Increase in  
**requests for brochures**

over **200%**



Increase in  
**website traffic**



**halfords**

*Linde*

**orange™**

DE VERE

WoolOvers  
EST. 1989

Laithwaite's  
..... WINE .....

**ASDA**  
Save money. Live better.

**npower**

*COTSWOLD*

**Nationwide**

 **loteri.cymru**

 **NFU Mutual**

 **PC World  
BUSINESS**

**Rexroth  
Bosch Group**

**Mondelēz  
International**

**AON**

 **The  
Royal  
Mint**

**NHS**

*oli*

**Shakespeare  
birthplace trust**

**BOSCH  
Service**  


  
*CenterParcs*

**A**  
AUDLEY

  
MITSUBISHI  
MOTORS

  
**ARMY**  
BE THE BEST



# How can we get better results for you?

At Golley Slater Results Marketing we work collaboratively with you to improve results of marketing, one step at a time.

## Improve business as usual

Let us help you by:

- Taking a look at your current activities
- Identifying where improvements could be made
- Delivering better marketing, with better results

## Make a step change

Let us help you by:

- Shifting your marketing into a more personalised, measurable space
- Planning your transition with a roadmap to change
- Delivering better marketing, with better results

*We offer a free audit to new clients. **Why not get in touch today?***

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Golley Slater Results Marketing



Your first step to getting better results?  
**Start the conversation**

**Amanda Hobbins**

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Call on **01285 852 320**