

Case Study

How I helped a retail design and architectural services company launch in the US

CLIENT

Evolve provide design, architectural services and project management support to big retail players across the UK.

Having worked with Evolve in my previous capacity at a marketing agency, I had a good understanding of the business. Opportunities I had previously generated are still serving them today.

RESULTS



38%

Email Open Rate



8%

CTR



5

Hot enterprise level leads

CHALLENGES

Evolve needed to launch their service to busy Retail Project & Property Managers at retail chains in the US.

Without a contact database and limited content to offer the US market, they required marketing support to reach, engage and convert new opportunities.

SOLUTIONS



Database & CRM



Email & LinkedIn



Content Development

PROCESS

1

Research

I carried out customer profiling, competitor and persona research and reviewed industry trends to inform the messaging creation for maximum impact.

2

Messaging

I created a new and relevant value proposition, reviewed the website and case studies and made recommendations to bring these in line with the new messaging.

3

Data Sourcing & CRM

I sourced and managed a database of US Store Development and Design decision makers at 240 retail chains with email addresses and LinkedIn profiles.



Case Study

How I helped a retail design and architectural services company launch in the US

“Kate had historically provided great support for us in expanding our UK market, so we didn’t stop to think about asking her to support with this new US venture.

Kate launched into a research process, produced a detailed timeline confirming what we would need to do step by step - including a review of our online presence and recommendations to make this more relevant.

By the campaign 'launch' stage, Kate had prepared case studies and content and commenced email activity to reach new decision makers in the US.

We received weekly updates so we could gauge the success of the campaign and keep developing new content to spark the audience’s interest.

Kate quickly became one of the team and we now have a vast number of relevant contacts and leads , which we are sure will soon convert to actual business.

Richard Mercieca, Director, Evolve Design Ltd

PROCESS

Email Marketing

4

I created segmented, personalised email campaign copies and launched them on the client’s behalf while managing the inbox and responses.

LinkedIn Messaging

5

I sourced extra contacts via LinkedIn Sales Navigator, added them to the target list and built in automated messaging into the workflows to boost response rates and engagement.

Content Development

6

I created new copy for the website in line with the new value proposition, new copy for specific service pages to build awareness and interest, case studies for the US market and scripts for video content.

BENEFITS

All-round Strategic Marketing Support & Implementation

Evolve benefitted from a dedicated senior marketer with all-round capabilities and lead generation expertise from marketing strategy through to delivery.

As well as generating incoming enquiries from enterprise level retailers, they have generated brand awareness in a whole new market.