Overbury | Morgan Lovell

MARKETING TEAM OF THE YEAR 2016

In a little over a year, our newly formed team have established themselves in the business whilst developing marketing strategies that have generated leads, boosted brand awareness and increased profits. This is our story...

"The marketing team is a great success story for the Overbury and Morgan Lovell brands. In a relatively short amount of time they have got to know our business and our customers and have succeeded in delivering an exceptional strategy, that has been instrumental in the growth and success of the last year."
Chris Booth, MD

8 PEOPLE • 6 SPECIALISMS • 1 TEAM • A NEW COMPANY VISION

OBJECTIVES

- RAISE BRAND AWARENESS
- INCREASE MARKET-SHARE
- BOOST PROFITS
- REDUCE MARKETING SPEND

BRAND

- REBRANDED TWO COMPANIES
- ESTABLISHED BRAND GUIDELINES AND TOV
- REBRANDED 400+ ITEMS
- SAVED £45K

CRM

- DESIGN AND LAUNCHED NEW CRM
- 1.2M DATA ASSETS CLEANSED
- 200+ CRM USERS TRAINED
- DELIVERED ON TIME & UNDER BUDGET

DIGITAL

- TWO NEW WEBSITES
- WEBSITE TRAFFIC UP; 16% OVERBURY AND 21% MORGAN LOVELL
- NEW INTERACTIVE TOOLS

EVENTS

- 22 EVENTS PER YEAR
- EVENTS ARE TOP REASON FOR CHOOSING MORGAN LOVELL
- WON BUSINESS DIRECTLY FROM EVENTS

PR

- NEW NATIONWIDE PR STRATEGY
- CUTTINGS INCREASED 25% 2015 TO 2016
- 46% AVE MONTHLY INCREASE

TEAM

- AUTONOMY, MASTERY AND RECOGNITION
- DEDICATED INNOVATION AND TRAINING BUDGET
- MANTRA – DO THE RIGHT THING

THE RESULTS

- **35%** INCREASE IN BRAND RECOGNITION
- **21%** INCREASE IN MARKET SHARE
- **60%** INCREASE IN PROFIT (2015)
- **11%** INCREASE IN PROFIT (2016 HALF YEAR)