



Delivering customer insight and value.

Mixamate, leading provider of mix on site concrete and screed, engaged The Marketing Centre to strengthen its marketing processes and drive measurable business growth.

Challenge

- To review and evolve the marketing strategy.
- To review current sales and marketing activities and develop plans to increase lead generation.
- Develop the remarketing activity and planning.
- Bring structure to the customer segmentation and targeting with focus on quality profitable customers.
- To identify quick win opportunities such as installing a new CRM system.

Solution

- Oversee the marketing strategy for regular review with the senior team to check progress.
- Working with the sales and marketing teams across the London and Yorkshire offices to identify opportunities and set up weekly review process.
- Analysis of the available customer and sales data to identify key trends and opportunities.
- Develop a “thought leadership” programme to support the positioning of Mixamate.
- Identify profile companies to target through LinkedIn.
- Identify the need for a CRM and introduced it to the business enabling a single customer repository for future marketing activity.

Result

- Marketing strategy written, agreed and in place for the business.
- Marketing contribution to the business achieving impressive double-digit sales growth versus 2020.
- 33% growth in new customers versus prior year with particular focus on quality, higher spending new customers.
- Reactivation of 10% of dormant customers who had not spent for 7 months preceding the digital marketing activity.
- Customer segmentation profiling the spend, frequency and recency of spend, customer types, needs and marketing plan.
- CRM implementation enabling all customer data to be located in one database with analytics to track open rates and key items of interest in the marketing materials.



The journey

Mixamate is the country's leading provider of mix on site concrete and screed, offering batching plant standard mixes in a handy mix on site service. It's all-in-one Concrete Pumping Trucks and Screed Pumping Trucks provide the delivery, mixing, and pumping of materials from a single vehicle.

First introduced in 2005, Mixamate's Conqueror vehicle has been a pioneer of mix on site technology for more than a decade. Each machine within the Mixamate fleet contains an onboard computer that mathematically calculates the mixing process and provides a printed ticket to verify the exact strength of mix being produced.

Since then, the company has been investing in all-in-one onboard pumping technology and advancing the manufacturing of mixing concrete and screed.

Identifying Business Growth Opportunities

In 2021 the business recognised that it needed to review its marketing activity to help accelerate business growth. Mixamate selected part-time Marketing Director, David Fenton, to help execute and deliver on its ambitions. Working alongside its established sales and marketing team, David developed a clear strategy, upgrading the CRM infrastructure and enhancing the digital

marketing capability while bringing a clear customer focus to the marketing activity.

This activity covered targeting and engaging customers through LinkedIn, growing the chat functionality on the website, pay per click, the development of engaging content such as a guide to concrete and screed as well as a series of blogs which engaged both new and existing customers. Targeting of the messaging enabled Mixamate to win customers who regularly use concrete and screed such as basement, piling, civil engineering and construction firms. A regular weekly review of business development actions with the sales and marketing team helped accelerate sales growth across the Yorkshire region.

David's work saw tangible results realised for the business, contributing to a double-digit sales increase and a 33% growth in new customer acquisitions as well as successfully re-engaging with 10% of dormant customers who had not previously spent during the year.

Leveraging on Sustainability Credentials

David has also been highly active in supporting the marketing of the industry with regards to its sustainability credentials and communicating the merits of the APPG (All Party Parliamentary Group) for low carbon construction vehicles. APPG has been established to save £7m in carbon costs and prevent an extra 600,000 lorry

“David got quickly involved with our business and our ambitions for growth helping us continue to build our brand and develop a marketing strategy that contributed towards positive results for the business. We have been delighted with all of David's work and support.

I think it's been a useful exercise looking at all aspects of our marketing and putting systems and processes in place that we wouldn't have considered without David's input. It's been great to see new quality leads for our business and to reactivate some of our dormant customers who had not previously traded with us all year. I look forward to using David's "magic" when needed in the future! ”

Chris Smith, Mixamate Owner

journeys on UK roads every year.

The APPG for lower carbon construction vehicles supports the volumetric concrete mobile plants (VCM's) which are under threat from a proposed ban on the weight of these vehicles from their current 38.4 tones on 4 axles and 44tons on 5 axles by 2028 – which means they cannot do their job. If successful, this ban will negatively impact the VCM industry and wipe out certain sectors completely.

