



The Marketing Centre helps surfacing and civil engineering specialists NMC build its marketing function and support its ambitious growth plans

NMC engaged The Marketing Centre to help drive its ambitious growth plans and bring much needed rigour and structure to its existing marketing efforts.

Challenge

- Define the role of marketing as well as bring some structure to existing ad-hoc marketing efforts.
- Build the right in-house marketing capability for the business.
- Define NMCs' position in the marketplace moving away from the stigma within the sector NMC call 'Tommy Tarmac-er'.
- Align the sales and marketing function to help grow the business and meet its ambitious business plans.

Solution

- Kick-off workshop with senior team to identify key areas of focus and suggest a plan for the first 100 days.
- Recruitment of an in-house Marketing Manager to help accelerate the delivery of key projects and provide the business with a much needed experienced resource.
- Develop a new value proposition for the company allowing NMC to differentiate itself and deliver a more consistent business message.
- Integration with the sales team to support their efforts and explore new lead generation opportunities.

Result

- Joint work with the MD created a new, accessible and relevant Mission, Vision and Values for the business.
- Improved alignment with the sales team allowed the business to better understand the efforts required in retaining and growing existing customers and in acquiring new ones.
- Clear proposition, a defined tone of voice and a creative refresh (including a refreshed logo) created a stand-out suite of marketing communications.
- The successful recruitment of the right in-house marketing resource further accelerated the delivery of the marketing project.



Driving Growth Plans

NMC is an independent surfacing, drainage and civil engineering service provider, it provides nationwide "Outside Expertise" to some of the UK's leading companies. The Marketing Centre was bought in to provide much needed strategic marketing support for this growing entrepreneurial business.

NMC was aware that it was lacking a skilled marketing function in-house and was conscious that it needed to appear more professional, create the right communications and explore the right marketing activities to help the business drive its ambitious growth plans.

Getting the ball rolling

The Marketing Centre ran a full day's workshop with the management team to examine all the current marketing and non-marketing areas. After this we compiled an extensive report and 100-day action plan which defined the key priorities that needed to be tackled and executed in the coming months.

We also explored current ad-hoc activities and laid out a vision of what marketing needed to achieve over the medium term, how marketing should interface with sales and kicked off a closer working relationship with sales.

Building the in-house capability

The management team recognised the value of marketing and the growing opportunities to communicate better, support the sales team and portray the business in the right way.

The Marketing Director wanted to move to an in-house resource, to help drive and implement marketing efforts. The decision was made to recruit a marketing manager. A supportive job description was produced and working with the HR team we created a shortlist of applicants and assisted in driving the recruitment process. Helping to bring the Marketing Manager on board and working closely with them to manage their projects and embed the agreed marketing plans and objectives.

“ The Marketing Centre played a key role in supporting NMC with its brand re-launch, defining its refreshed marketing strategy and positioning the business for future growth - the 25% year on year growth from 2017 to 2019 has in-part been determined by the exercise we undertook with the Marketing Centre.

Patrick McCracken,
Managing Director - NMC

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Making an impact

In a market that is stigmatised with a negative connotation of contractors, NMC was keen to ensure their image remained a professional services business, providing a specific set of services directly to major retailers such as Asda and Tesco as well as landlords and property management companies.

With a new clear proposition in place NMC was able to better communicate its expertise and the subsequent quality of all business interactions and marketing communications delivered showed a new professionalism and reliability.

It also became clear when working closely with the sales team and building on a culture of excellent account management that there was still significant growth potential in nurturing and developing existing customers and reducing the need of focusing efforts on new customer acquisition.

