

Success Stories

How The Marketing Centre helped Ingenuit improve market traction, clarify its value proposition and secure quick wins through a more focused sales and marketing strategy.

About Ingenuit: Eazybranch

Ingenuit developed software combined with warehousing and delivery services to help businesses manage their operational stock.

The product and service offering had potential, but the business needed clearer positioning, stronger market focus and a more structured approach to sales and marketing.

The Marketing Centre helped Ingenuit refine its value proposition, improve its online presence and identify quick opportunities for growth.

The Challenge

Ingenuit had limited market traction, a weak online presence and no clear value proposition.

The business needed to clarify its offering, improve how it communicated value and create a more focused route to market.



Ingenuit: Eazybranch

The Solution

The Marketing Centre helped Ingenuit create a clearer, more focused commercial and marketing approach.

This included:

- **Online presence:** Improvements were made to strengthen the company's visibility and credibility.
- **Product and pricing:** The product offering and pricing strategy were reviewed and clarified.
- **Value proposition:** A new value proposition was created to communicate the business offering more clearly.
- **Market segmentation:** Target markets were segmented to focus sales and marketing activity.
- **Sales planning:** A strategic sales plan was developed, including key account management and implementation.
- **Brand management:** Reputational and brand management activity was introduced, with quick-win opportunities identified.
- **Business structure:** The company was split into two separate businesses to improve focus.

Results

The work helped Ingenuit secure new business quickly and improve its strategic direction.

- Secured two significant new clients within three months
- Increased turnover by around 30%
- Realigned the business with a sound strategic plan
- Rebranded the business to better communicate the updated value proposition to new and existing clients

Long-Term Investment

The work gave Ingenuit a clearer structure, sharper market positioning and a stronger commercial foundation.

By clarifying its product offering, pricing, value proposition, sales approach and brand positioning, the business was able to secure quick wins while realigning itself for future growth.

Shaun Evertse, CEO, Ingenuit Software Solutions (Pty) Ltd

“Our products were properly segregated and our value proposition and pricing models looked at so that we could get some ‘Quick Wins’ which we desperately needed. With this in place we were able to secure two new clients of significant size within a short time frame. [3 months, Increased turnover by some 30%].”



Have a question?

Call us on **0208 166 3106** or email us at info@themarketingcentre.com.
You can find out more at www.themarketingcentre.com