

Success Stories

How The Marketing Centre helped Washtub move from word-of-mouth growth to a more focused, customer-led marketing and lead generation approach.

About Washtub

Washtub provides specialised industrial laundry services to the secondary healthcare and hospitality sectors in the Western Cape, South Africa.

The business had a strong service culture and an established customer base, but needed a clearer brand identity, stronger positioning and a more structured approach to new business growth.

The Marketing Centre helped Washtub shift from product-focused marketing to a more customer-centric, benefits-led approach.

The Challenge

Washtub had a strong logo, but an undeveloped brand identity, no distinct USP and no clear value proposition.

The business relied heavily on word-of-mouth, telephone directory listings and “knock on doors” sales activity, with limited segmentation and a high dependency on the public healthcare sector.



Washtub

The Solution

The Marketing Centre helped Washtub create a more focused and customer-led marketing approach.

This included:

- **Customer-centric strategy:** A benefits-driven marketing strategy was introduced, focused on solving customer problems and adding value.
- **Target market focus:** Target markets were refined and ideal customers were profiled through a better understanding of the customer base and profit opportunity.
- **Inbound lead generation:** An inbound business generation strategy and structured sales approach were introduced.
- **Digital brand presence:** Washtub was launched in the digital space to improve visibility and support lead generation.
- **Lead nurturing:** Email lead nurturing campaigns were introduced to support prospects through the sales process.
- **Sales reporting:** Ongoing internal workshops and sharing sessions helped embed the approach throughout the business.

Results

The work helped Washtub improve lead generation, open new opportunities and strengthen market visibility.

- 150% increase in qualified inbound leads
- 68% increase in Facebook followers
- Secured previously inaccessible premium hospitality clients
- Invited into exclusive private healthcare tender processes
- Featured in Entrepreneur Magazine SA
- Founder and Managing Director selected for Fair Lady's Women of the Future Awards 2017

Long-Term Investment

The work gave Washtub a stronger foundation for sustainable growth.

With clearer positioning, refined target markets, improved digital visibility, structured sales activity and internal alignment, Washtub was better placed to reduce reliance on referrals and pursue new opportunities in healthcare and hospitality.

Shameem Kumandan, Founder and CEO, Washtub

"The words 'Part time' jumped out at me. I liked the idea of the benefit of a Marketing Director, but not full time... I have learned SO much from Carolyn... engaging with someone with huge experience, who is knowledgeable, perceptive and close to my brand."



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