

Success Stories

How The Marketing Centre helped CISA move from reactive selling to a more focused, proactive marketing and lead generation approach.

About CISA

CISA had plateaued three years earlier, experienced some client loss and was struggling to acquire new business.

The business needed to move away from reactive selling and build a clearer, more proactive approach to marketing, communication and lead generation.

The Marketing Centre helped CISA identify market opportunities, improve segmentation and create a more structured marketing system to support growth.

The Challenge

CISA had no proactive lead generation system, sales pipeline or clear customer segmentation.

Marketing was not being efficiently planned or executed, with no database marketing, outbound communication, content marketing or digital strategy in place.



CISA

The Solution

The Marketing Centre helped CISA create a more focused and structured approach to marketing and sales growth.

This included:

- **Market segmentation:** Key market segments were identified and quantified.
- **Targeted communication:** Monthly tailored communication was developed for each market segment.
- **Digital strategy:** A full digital strategy was created, including SEO and segment-targeted communication.
- **Lead generation:** A lead generation and qualification strategy was introduced.
- **Brand positioning:** Key USPs were developed to shift the focus from product to brand.
- **Sales reporting:** A sales reporting framework was created to track activity and performance.

Results

The work helped CISA improve brand reach, reduce acquisition cost and grow sales in key segments.

- Brand reach increased by over 350%
- CPM decreased by 77%
- Monthly reach grew to over 600,000 people
- Sales into targeted segments increased by 84%
- A growing following across various channels delivered strong monthly reach and engagement at low cost

Long-Term Investment

The work gave CISA a stronger foundation for ongoing marketing and sales growth.

With clearer segmentation, targeted communication, digital acquisition and retention activity, content marketing and sales reporting in place, CISA was better positioned to identify and win valuable market opportunities.

Warren Purdue, Managing Director, CISA

“They are exceptional, very professional and highly competent individuals. They get the job done and are a pleasure to work with. They have fitted in well and we see them as a part of our team.”



Have a question?

Email us at info@themarketingcentre.co.za

You can find out more at www.themarketingcentre.co.za