

Success Stories

How The Marketing Centre helped Bitzer move from reactive selling to a more structured, customer-led marketing and sales approach.

About Radio Taxis

How The Marketing Centre helped Radio Taxis create a clearer marketing structure and define its marketing strategy.

The Challenge

Radio Taxis is a taxi service business that needed a clearer and more defined approach to marketing.

The company worked with The Marketing Centre to bring more structure to its marketing activity and support a stronger strategic direction.

Geoffrey Riesel from Radio Taxis shared how The Marketing Centre helped the business create a clear and defined marketing strategy.



Radio Taxis

The Solution

The Marketing Centre helped Radio Taxis create a clearer and more defined marketing structure.

This included:

- **Marketing structure:** A clearer framework was created to guide marketing activity.
- **Defined strategy:** The business was supported in developing a more focused marketing strategy.
- **Strategic clarity:** The work helped Radio Taxis better understand how marketing could support its wider business goals.
- **Leadership support:** Geoffrey Riesel worked with The Marketing Centre to bring senior marketing thinking into the business

“The Marketing Centre helped us create a clear and defined marketing strategy.”

Geoffrey Riesel, Radio Taxis

Results

The public case study page does not provide specific performance results for Radio Taxis.

Based on the available case study information, the main outcome was a clearer marketing structure and a defined marketing strategy for the business.

- Clearer marketing structure
- More defined marketing strategy
- Stronger strategic direction for marketing activity
- Improved clarity around the role of marketing in the business

Long-Term Investment

The work helped Radio Taxis put a stronger marketing structure in place.

With clearer strategic direction and a more defined approach to marketing activity, the business was better placed to plan, prioritise and manage marketing in a more structured way.

Radio Taxis Case Study Description

“Geoffrey Riesel from Radio Taxis talks about how The Marketing Centre helped them create a clear and defined marketing strategy.”



Have a question?

Email us at info@themarketingcentre.co.za

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