

Success Stories

How The Marketing Centre helped Radleys use a Strategy Waterfall to connect marketing activity with business goals and improve international distributor marketing.

About Radleys

Radleys manufactures high-quality chemistry equipment by hand in the UK.

The business had a strong team and had already invested in solid marketing technology, but needed to connect day-to-day marketing activity more clearly with business goals.

As much of Radleys' business is international, it was also important to align its marketing activity with the work of international partners and distributors.

The Challenge

Radleys needed to connect marketing activity with business strategy more clearly.

The business also needed to bring together internal marketing activity and international partner activity, so campaigns could better support company goals.



Radleys

The Solution

The Marketing Centre used a Strategy Waterfall process to turn business goals into a focused marketing plan.

This included:

- **Plan on a page:** A clear “plan on a page” was created to connect strategy, priorities and activity.
- **Packaging and innovation:** A detailed implementation plan was built into a marketing dashboard.
- **CRM development:** Existing skills and the CRM system were used more effectively to support campaign activity.
- **Distributor engagement:** International distributors were engaged and educated with campaign processes and materials.
- **Customer research:** Customer needs and applications were researched to make marketing materials clearer and more relevant.

“Our ‘Strategy Waterfall’ helped them zero in on the strategy that would help them achieve their goals and turn that strategy into a solid action plan.”

The Marketing Centre

Results

The work helped Radleys create a clearer strategy and turn it into practical action.

- Contact database quality doubled
- Contact database grew by 13% in the first eight months
- Inbound new opportunities more than doubled
- International distributor marketing activity increased by 100%
- Marketing activity became more focused, relevant and aligned with business goals

Long-Term Investment

The Strategy Waterfall gave Radleys a clearer way to focus marketing activity around company goals.

With a plan on a page, marketing dashboard, stronger CRM use, better distributor engagement and customer-led marketing materials, Radleys created a more structured and practical marketing system to support future growth.

Mark Radley, Managing Director

“Working with The Marketing Centre has definitely transformed our business. The added value that they are giving me is way above the marketing director I could afford to have.”



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