

Success Stories

How fractional Marketing Director David Fenton helped Kosnic grow brand engagement, sales and profit through a high-impact marketing strategy. d growth.

About Kosnic Lighting

Kosnic Lighting is one of the UK's leading designers and manufacturers of emergency lighting, luminaires, LED lamps and bespoke lighting solutions.

The business sells exclusively through electrical wholesalers to electricians who purchase and install its lighting solutions.

As part of its investment in growth, Kosnic turned to The Marketing Centre to provide marketing leadership, strengthen customer engagement and develop a strategy to match its product leadership.

The Challenge

Kosnic needed a clear marketing strategy, stronger digital activity and better alignment between marketing, sales and project teams.

The business also needed to review its marketing structure, measure marketing impact more clearly and provide regular updates to the Board.



Kosnic Lighting

The Solution

David Fenton worked with the Kosnic team to create, direct and implement agreed marketing priorities.

This included:

- **Marketing strategy:** A methodical review of the business and market, supported by internal discussions and workshops, led to a Board-approved marketing strategy.
- **Marketing structure:** The marketing structure was revisited, with Este Pretorius leading social media, digital and website activity while the Kosnic team focused on product and channel marketing.
- **Customer-led activity:** The marketing team spent more time in the field with key customers and sales team members to keep the voice of the customer central to marketing plans.
- **Marketing dashboard:** Clear priorities, targets and reporting helped the business understand what worked, what did not and where marketing spend delivered return.

“David delivered the marketing strategy, strongly supported by a marketing manager and the Kosnic marketing team, to create, direct and implement the marketing priorities agreed by the business.”

The Marketing Centre

Results

Kosnic achieved strong performance growth across sales, margin, marketing ROI and digital engagement.

- Successive years of high double-digit sales and margin growth
- Near threefold uplift in monthly sales of an innovative product
- 170% sales uplift in a distributor focus region, compared with 4% company growth
- 480% ROI on a partner promotion activity
- New website launched to modernise the brand and make product selection easier
- LinkedIn follower growth improved from #9 to #4 within 12 months
- LinkedIn followers grew by 39%
- LinkedIn engagement grew from 1.3% to 5.8%

Long-Term Investment

David's involvement helped Kosnic put marketing on a more structured, considered and meaningful path.

With clearer strategy, better reporting, stronger sales and marketing collaboration, and improved digital activity, Kosnic strengthened customer engagement and delivered measurable growth across key areas of the business.

Paul Kirwan, Sales Director, Kosnic Lighting Ltd

"Ever since David walked through the doors at Kosnic, the marketing output went up skywards. His detailed knowledge of just how to conduct a campaign and to grow a customer produced immediate results with both key and prospect customers growing at well above the expected results."



Have a question?

Email us at info@themarketingcentre.co.za

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