



Case Study: Revitalising The Red IT Marketing Strategy!

INDUSTRY



Software

Red IT provides software for Finance Directors in businesses of all sizes across the UK.



COMPANY SIZE



Customers

Companies using Sage across Europe



5 HQ employees

HISTORY



2000 Established

2012 4000+ downloads / year

2017 Global expansion

"The initial meeting was really productive and allowed us to review both past and current business activity. We were then able to brainstorm new ideas for moving forward, which were presented clearly and logically in a marketing report. We're now looking at how we'll action what's in the report to take Red IT Solutions to the next step in its evolution. We're looking forward to working with Grace and Veriteam to review our performance and plan more activities in the future. There's no doubt this process has helped us significantly."

Chris Banwell, Director, Red IT

**New
Strategy
For New
Sales!**

IMPROVEMENT OBJECTIVES

RED IT is an IT software company which develops add-ons to support the Sage accounting programme. RED IT recognises that technology, rather than sales, is their core strength. Their goals are to **increase sales without increasing headcount and costs.**

NEW IDEAS

Marketing and sales approaches for new and existing customers were proactively discussed.

Focus was on approaches already proven to work for Red IT and new ideas that will improve and add to their sales channels.

MORE CUSTOMERS

The Red IT team have a very high conversion rate on their YouTube videos. Increasing the reach of these to more prospective customers is key to increasing their sales.

This will deliver a new source of customers and reduce reliance on a single approach.

SAME TEAM

This approach triggered fresh thinking and new energy. New processes to refine the team's daily activities will give them maximum impact without increasing the size of the team.

Analysis of buying patterns and industry verticals will further increase future sales.

MARKETING STRATEGY REVITALISED!

This activity has given the team a clear understanding of what marketing and sales approaches do and don't work for Red IT. This, in turn, triggered new suggestions to deliver required sales growth, along with recommendations for how sales processes can be introduced that will ensure new customers convert quickly.