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Case-study:

RSL



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KMS Marketing: a partner in success

RSL, a successful engineering firm based in Coventry, decided it wanted to grow and sought a Marketing Consultant to help them do that. They brought in Kara Stanford and the KMS Marketing team, to help shape the business and use marketing to deliver the results they needed.

This long-term partnership saw RSL successfully move from a turnover of £1.5m to £5.5m in just over 4 years, with the KMS Marketing team working alongside the RSL Sales team to drive the growth. As part of the Board's plan, RSL was taken over by a key industry player in mid-2015.

RSL's journey: a time for growth

RSL first approached Kara in 2010. With a reputation for manufacturing reliable, quality information kiosks, RSL wanted to expand and do more. However, they didn't have a marketing strategy or dedicated marketing team.

When RSL recruited an ambitious new Senior Sales Manager, Simon Fairbank, to lead on a growth programme, he brought in Kara Stanford to work alongside him as a Marketing Consultant and fellow architect of success.

As Simon said, "When I arrived at RSL back in 2010, there was very little marketing. I'd worked with Kara previously. I knew she was a good strategic thinker, who would honestly warn us about the implications of taking certain routes if they wouldn't benefit the business."

Evolving RSL's value proposition

With KMS Marketing's strategic marketing guidance, first, working with RSL, they revisited RSL's mission and evolved it from, "RSL supply information kiosks" to, "RSL provides bus passenger transport information systems".

This significantly developed the product range RSL began to offer its clients, helped the company refine which market it operated in, and, therefore, focus its marketing.

Using marketing to deliver results

Working closely with RSL, Kara developed a tactical marketing plan which repositioned RSL as experts in providing bus passenger transport information systems.

Kara then chose and led a team which provided practical, on-the-ground marketing implementation, Working very closely with RSL's Sales team, Kara and the marketing

team ensured that there was excellent marketing and PR material to at every step of the Buying Process.

Within a year of this implementation, RSL soon became known as experts in providing excellent bus passenger information systems, winning more and more business.

As Simon observed, “Kara and the KMS Marketing team have brought exactly the skills that RSL needed, providing RSL with its ideal marketing department to implement our marketing plan.”

Evolution doesn't stop

But the evolution didn't stop there: working together, Kara and Simon identified that RSL's mission had changed to, “To make passenger public transport journeys easier”.

As before, this change in mission altered the company's value proposition and provided a platform from which they could develop, innovate and expand again.

As Kara, observed:

“RSL had always been a great business; we helped them understand how to evolve and meet the needs of their marketing place so they could go from great to excellent.”

The detail of Kara's approach

Once Kara had worked with RSL to develop its strategic marketing direction of, she designed a Tactical Marketing Plan.

First, the plan focused on repositioning RSL. Next, Kara ensured that each step of the Customer Buying Process had carefully structured marketing attached to it. This helped prospects move through the process and become loyal customers. Key aspects of this included:

- **Setting the marketing foundations:** establishing essential marketing foundations on which to grow the business
- **Awareness and reputation-raising:** creating effective marketing campaigns which helped RSL win new business and contract extensions
- **Evaluation:** providing proof of RSL's expertise with significant evidence such as case-studies, Thought Pieces etc.
- **Supporting the sales team:** Providing RSL's sales team with consistent, accurate information about products and services.

This involved designing and executing a range of marketing activities, all of which have were developed to meet the needs of the Marketing Plan.



As Simon, from RSL, explained,
“Kara led a team that had the expertise to deliver a full range of beautifully-crafted marketing pieces to suit our needs. It was a really productive partnership.”

Conclusion

This successful partnership saw RSL move from being a successful but small business with a limited market size and growth opportunities to a much bigger organisation, with potential to dominate its chosen market and significantly expand its product range.

As KMS Marketing’s Managing Director, Kara Stanford, said,
“We partnered RSL on their growth journey and helped shape their marketing to meet their strategic goals. We’re very proud of our work with them and are delighted that they are seeing the results they deserve.”