

Case Study – Tampa, Florida

US Formwork & Scaffolding Supply Inc.

US Formwork & Scaffolding Inc have been trading for 10 years. They are involved in Heavy Duty Scaffolding and Formwork Solutions in the High Rise building environment. They have a strong sales team that brings in a satisfactory amount of new business each year.



Their main focus has been on finding new work, but having hired a new marketing director, they've been exploring other ways to increase the overall business. One way is making use of their existing client database. They have neglected to keep in touch with past customers and so they began regularly sending email newsletters, reminding customers of their current business and also new areas they may be interested in.

They decided to sign a KGUARD® Franchise deal because they use a variety of Edge Protection System products and it made financial sense.

How KGUARD® helped:

In becoming a KGUARD® Franchisee, US. Formwork & Scaffolding Inc gained access to the KGUARD® array of promotional items including the extensive library of product demonstration videos – these proved an excellent tool when sending prospecting emails to their customer database.

The emails contained the KGUARD® video demonstrations, allowing customers to instantly grasp the product concept and its many applications.

Edge Protection became a key facet of their business but they also learned a lot about marketing their existing product range, taking advice and cues from the KGUARD® brand and how it was conveyed digitally.

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Typical Sales Figures for this Scenario:

Positive replies from email mailshots to their client database averaged a fairly typical 8%.

Positive replies from email mailshots that included the KGUARD® product range and video demonstrations reached an average of 15%.

US. Formwork & Scaffolding Supply Inc also noticed new customers coming to them requiring Edge Protection Products, which generated a greater interest and usage of their other services. This increased their product range and boosted their existing business.



Conclusion:

The strong KGUARD® brand and marketing tools revealed a niche allowing Edge Protection products to be featured alongside core products in their sales literature. This in turn led to a new major profit centre for the business in Edge Protection.

Key Success Factors:

- Untapped client database
- Marketing analysis and spotting opportunities when they arise
- Recognising their clients may be interested in a wider scope of products
- Strength of the KGUARD® brand and video demonstrations allowed an easy route to sales
- Learning from the KGUARD® marketing activities, which pushed on the success of their main business