



Case Studies

ENGLAND MARKETING

Knowles Transport

Scope to develop an established family business and the perfect partnership led to successful business development campaign spanning several years...

Background

Knowles Transport has over 80 years' experience in delivering excellence in logistics solutions, particularly for clients in the food supply chain. Alex Knowles is the third generation to join the family business and has pioneered a number of modernisation and expansion initiatives. With scope to grow the client base and expand the business, England Marketing was identified as the driver for business development and growth.

Methodology

Working in partnership with Knowles, England Marketing developed a database of contacts that would benefit from services that Knowles Transport deliver. Using telephone marketing to reach out to prospects, the England Marketing team developed a clear understanding of what differentiates Knowles from the competition and were able to communicate this effectively to potential clients.

The team cultivated relationships from a 'no knowledge' to a 'ready to meet' status, which included the creation and distribution of any marketing collateral. Working as an extension to the Knowles team worked exceptionally well and many blue chip opportunities were, not only developed, but ultimately secured.

Outcome

After three years of consistent targeted telephone marketing activity Knowles Transport has grown its business substantially. With over 240,000 sq ft added to their warehousing and consolidation operation, Knowles has grown exponentially.

Whilst the requirement to grow their customer base has diminished England Marketing continues to support Knowles, providing customer satisfaction and stakeholder engagement services, as well as copywriting and supporting their communication strategy.

"I really appreciate how flexible and willing England Marketing has been in responding to our business needs."
Alex Knowles - Business Development Director

