

Success Stories

How The Marketing Centre helped Customs Connect redefine its brand position and build a professional marketing function to support growth.

About Customs Connect

Customs Connect engaged a part-time Marketing Director to establish its brand and support its existing marketing team.

The business needed stronger marketing infrastructure, clearer brand positioning and a more professional look and feel across its brand elements.

The Marketing Centre helped Customs Connect build a stable marketing function, improve digital visibility and support expansion into new markets.

The Challenge

Customs Connect needed to rapidly develop its marketing infrastructure to support business growth.

The company also needed a stable, multi-lingual website for expansion into new markets and a brand refresh to professionalise its look and feel.



Customs Connect

The Solution

The Marketing Centre appointed a part-time Marketing Director to lead, mentor and train the internal marketing team.

This included:

- **Marketing leadership:** A part-time Marketing Director created and oversaw marketing activity while developing the skills of the internal team.
- **Marketing planning:** A week-by-week activity schedule was developed to give the team structure and direction.
- **Digital content:** Original content was developed across digital media, with benchmarks introduced to measure performance.
- **Website development:** A new multi-lingual website was created to communicate customer benefits clearly and support expansion into new markets.
- **SEO support:** An SEO provider was appointed to improve visibility and support lead generation.

“At this stage in our development we required the skills and guidance of a professional and experienced Marketing Director.”

Neil Sheppard, CEO, Customs Connect Group Limited

Results

The work helped Customs Connect build a stronger and more professional marketing function.

- Stable, professional marketing function fully supporting sales
- Marked increase in web traffic and leads for the sales team to pursue
- Part-time Marketing Director handed over to full-time internal marketing resource
- Marketing plan of action created for the next financial year
- Quality suppliers in place delivering value for money
- Marketing progress now reported regularly at Board level

Long-Term Investment

The work gave Customs Connect the marketing structure, skills and supplier support needed for continued growth.

With a refreshed brand, new multi-lingual website, clearer marketing plan and trained internal team, the business was better placed to support sales and expand into new markets.

Neil Sheppard, CEO, Customs Connect Group Limited

“At this stage in our development we required the skills and guidance of a professional and experienced Marketing Director to lead and mentor our in-house resource through this duration of rapid growth. As our need was not full-time we looked to the Marketing Centre for their services and flexible approach, a perfectly suited business solution for us during this period of transition.”



Have a question?

Call us on **0208 166 3106** or email us at info@themarketingcentre.com.
You can find out more at www.themarketingcentre.com