

Success Stories

How The Marketing Centre helped Harmony Fire build stronger marketing foundations and contribute to double-digit growth.

About Harmony Fire

Harmony Fire is a global fire protection firm focused on helping clients protect people, property and assets.

The business engaged The Marketing Centre to develop its marketing strategy, processes and systems.

This work helped strengthen marketing activity and contributed to double-digit growth in sales and the bottom line.

The Challenge

Harmony Fire needed a clearer marketing strategy and a stronger approach to business growth.

The business wanted to review current activity, improve digital marketing, introduce KPIs and develop an ROI-led approach to marketing investment.



Harmony Fire

The Solution

The Marketing Centre helped Harmony Fire build a structured marketing strategy and execution plan.

This included:

- **Marketing strategy:** A clear strategy and timeline were developed to guide activity and support growth.
- **Team mentoring:** The existing team was coached and mentored to help them grow.
- **Sales and marketing alignment:** Weekly reviews were introduced to identify business development opportunities.
- **Digital marketing focus:** Activity was developed across social media, Account Based Marketing and website messaging.
- **Marketing measurement** KPIs and an ROI-led approach were introduced to improve marketing investment decisions.

“David got quickly involved with our business and our ambitions for growth.”

Connor Mitchell, Sales Director

Results

Marketing successfully contributed to Harmony Fire achieving impressive double-digit sales growth in 2021.

- Double-digit sales growth achieved in 2021
- Over 200 MQLs created through CPD and housing programmes
- Excellent customer feedback on CPD and ABM programmes
- Improved engagement with priority customer targets at the top of the marketing funnel

Long-Term Investment

The work helped Harmony Fire build stronger marketing foundations to support future growth.

With a clearer strategy, stronger digital activity, better sales and marketing alignment, and improved measurement, the business was better placed to connect with priority customer targets and generate value from marketing investment.

Connor Mitchell, Sales Director

“David got quickly involved with our business and our ambitions for growth helping us to develop a marketing strategy that enabled strong marketing foundations supporting positive results for the business.”



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