

Success Stories

How The Marketing Centre helped Mixamate strengthen its marketing processes and drive measurable business growth.

About Mixamate

Mixamate provides concrete and screed services for customers who need flexible, on-site delivery.

The business wanted to strengthen its marketing processes, improve lead generation and use customer insight more effectively to support growth.

The Marketing Centre helped Mixamate review its strategy, improve targeting and bring more structure to sales and marketing activity.

The Challenge

Mixamate needed to review and evolve its marketing strategy.

The business wanted to improve lead generation, develop remarketing activity and bring more structure to customer segmentation, with a focus on quality, profitable customers.



Mixamate

The Solution

The Marketing Centre helped Mixamate strengthen its marketing approach through strategy, customer insight and structured review.

This included:

- **Marketing strategy:** Oversight of the marketing strategy, with regular senior team reviews to check progress.
- **Sales and marketing alignment:** Work with the sales and marketing teams across London and Yorkshire to identify opportunities and set up weekly reviews.
- **Customer insight:** Analysis of customer and sales data to identify key trends, opportunities and profitable customer segments.
- **Thought leadership:** Development of a thought leadership programme to support Mixamate's positioning.

Results

The marketing activity contributed to measurable growth for the business.

- Marketing contributed to impressive double-digit sales growth versus 2020
- 33% growth in new customers versus the prior year
- Stronger focus on quality, higher-spending new customers
- Reactivation of 10% of dormant customers who had not spent for seven months before the digital marketing activity

Long-Term Investment

The work helped Mixamate bring greater structure to its marketing strategy, customer insight and lead generation activity.

By improving segmentation, sales and marketing collaboration, remarketing and thought leadership, Mixamate created a stronger platform for profitable customer growth.

Chris Smith, Mixamate Owner

“David got quickly involved with our business and our ambitions for growth helping us continue to build our brand and develop a marketing strategy that contributed towards positive results for the business. We have been delighted with all of David’s work and support.”



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