

Success Stories

How The Marketing Centre helped NMC build its marketing function, clarify its positioning and support ambitious growth plans.

About NMC

NMC is a surfacing and civil engineering specialist with ambitious plans for growth.

The business wanted to bring more structure to its marketing, build in-house capability and better align sales and marketing activity.

The Marketing Centre helped NMC define its market position, refresh its brand and create stronger foundations for future growth.

The Challenge

NMC needed to define the role of marketing and bring structure to existing ad-hoc activity.

The business also needed stronger in-house marketing capability, clearer positioning in the marketplace and better alignment between sales and marketing to support its growth plans.



NMC

The Solution

The Marketing Centre helped NMC create focus, structure and a clearer marketing direction.

This included:

- **Senior team workshop:** A kick-off workshop helped identify key areas of focus and shape the first 100-day plan.
- **In-house capability:** An experienced Marketing Manager was recruited to accelerate key projects and give the business dedicated marketing resource.
- **Value proposition:** A new value proposition helped NMC differentiate itself and communicate a more consistent business message.
- **Sales and marketing alignment:** Marketing was integrated with the sales team to support lead generation and strengthen customer growth activity.
- **Customer retention:** A customer retention and account management programme was developed to help maximise customer lifetime value

“The Marketing Centre played a key role in supporting NMC with its brand re-launch.”

Patrick McCracken, Managing Director

Results

The work helped NMC strengthen its brand, marketing structure and sales alignment.

- New, accessible and relevant Mission, Vision and Values created with the Managing Director
- Improved sales and marketing alignment to support customer retention, growth and acquisition
- Clearer proposition, defined tone of voice and creative refresh, including a refreshed logo
- Stronger suite of stand-out marketing communications
- Successful recruitment of the right in-house marketing resource
- 25% year-on-year growth from 2017 to 2019, supported in part by the work with The Marketing Centre

Long-Term Investment

The work gave NMC a clearer platform for future growth.

With a refreshed brand, stronger positioning, improved sales and marketing alignment, and dedicated in-house marketing capability, NMC was better placed to support its ambitious business plans and continue building momentum.

Patrick McCracken, Managing Director

“The Marketing Centre played a key role in supporting NMC with its brand re-launch, defining its refreshed marketing strategy and positioning the business for future growth. The 25% year on year growth from 2017 to 2019 has in-part been determined by the exercise we undertook with The Marketing Centre.”



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