

Success Stories

How The Marketing Centre helped NT Cadcam improve lead generation, refine its brand and increase marketing ROI.

About NT Cadcam

NT Cadcam provides CAD/CAM software and support for engineering and manufacturing businesses.

The company had strong customer retention, but wanted to improve new business generation and make its brand more accessible to a younger generation of engineers.

The Marketing Centre helped NT Cadcam refine its brand, improve lead generation and strengthen the alignment between sales and marketing.

The Challenge

NT Cadcam needed stronger alignment between sales and marketing, with a clearer process for generating new business.

The business also wanted to improve marketing ROI, particularly across digital marketing and PPC, while refining the brand to appeal to the “Millennium” generation of engineers.



NT Cadcam

The Solution

The Marketing Centre helped NT Cadcam improve lead generation, refine its brand and make better use of marketing spend.

This included:

- **Lead generation process:** A new business generation process was agreed between sales and marketing, with SLAs, targets and conversion metrics
- **Lead source review:** Lead sources and conversion rates were reviewed in detail, helping the business optimise the channels generating new business.
- **PPC improvement:** PPC strategy shifted from maximum visibility to best cost per acquisition.
- **Supplier and budget review:** Suppliers were reviewed and budgets adjusted to improve marketing efficiency.
- **Brand refinement:** The team was led through a rebrand built around the “Let’s Make It Happen” tagline.

Results

The work improved new business generation, conversion and return on marketing investment.

- Increased number of new business opportunities at lower overall cost
- ROI on PPC activity increased fourfold
- Improved lead conversion rates through tighter processes and clearer understanding of conversion rates
- Higher revenue achieved with a reduced marketing budget
- Rebrand delivered around the “Let’s Make It Happen” tagline

Long-Term Investment

The work helped NT Cadcam create a more focused and measurable approach to marketing.

By aligning sales and marketing, improving lead management, reviewing channel performance and refining the brand, the business was able to generate better results from a reduced marketing budget.

Chris Horn, Managing Director, NTCADCAM

“We engaged The Marketing Centre to give us an external point of reference and provide a part time Marketing Director who could help us identify what was required, make the changes happen and drive our results.”



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