

Success Stories

How The Marketing Centre helped Red Penguin Marine reinvigorate its marketing through mentoring, planning and strategic support.

About Red Penguin Marine

Red Penguin Marine is a multidisciplinary marine and cable-engineering consultancy based in Portsmouth.

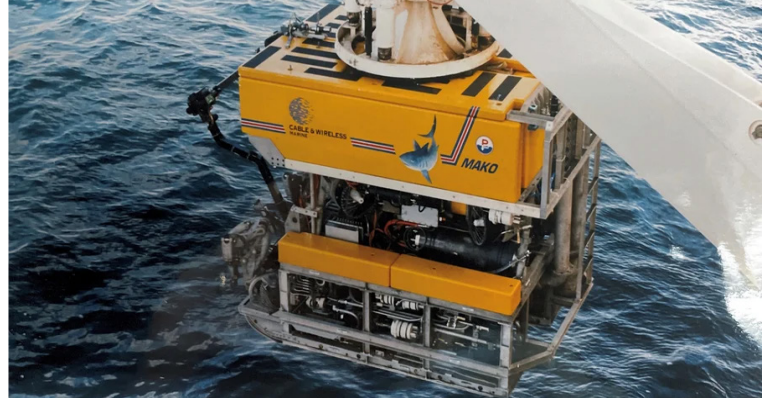
The business needed support to refocus its marketing activity, strengthen its messaging and maintain momentum within its existing marketing function.

The Marketing Centre provided mentoring and marketing director support to help the team take forward a clearer marketing plan.

The Challenge

Red Penguin Marine needed mentoring and coaching support for its marketing team.

The business also wanted to review existing marketing activity and make better use of agencies and external partners to strengthen its marketing efforts.



Red Penguin Marine

The Solution

The Marketing Centre supported Red Penguin Marine with mentoring, planning and practical marketing direction.

This included:

- **Value proposition and messaging:** Work was facilitated with the Marketing & Communications Officer to strengthen the company's value proposition and messaging.
- **Content planning:** A 12-month content plan was created to communicate key themes and messages relevant to Red Penguin Marine.
- **SEO support:** A digital agency was appointed to support SEO and help generate more enquiries over the longer term.
- **Podcast planning:** A podcast plan was developed to raise the profile of the business and showcase its expertise.

Results

Since David began supporting the business as both mentor and Marketing Director, Red Penguin Marine has been better enabled for future growth.

- The existing marketing function was supported and reinvigorated
- The marketing plan was taken forward with greater continuity
- The team benefited from mentoring, coaching and practical marketing direction
- External agency support was brought in to enhance marketing activity
- The business gained clearer foundations for longer-term enquiry generation

Long-Term Investment

David's role gave Red Penguin Marine continuity, structure and senior marketing support while strengthening the existing marketing function.

Through mentoring, marketing director input, content planning and agency support, the business was able to refocus its marketing activity and create a stronger platform for future growth.

Matt Bowden, General Manager

"Engaging, supportive and reactive. The Marketing Centre team have supported us both as a mentor and as maternity cover and provided a first class, adaptive service."



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