

Success Stories

How The Marketing Centre helped Safeaid Supplies strengthen its marketing approach and maximise ROI.

About Safeaid Supplies

Safeaid Supplies is a leading manufacturer and retailer of PPE products.

The business wanted to strengthen its marketing approach, improve customer experience and make better use of marketing investment.

The Marketing Centre helped Safeaid create clearer strategies, improve brand consistency and build stronger in-house marketing capability.

The Challenge

Safeaid needed clearer marketing strategies, plans and budgets to focus activity and drive results.

The business also wanted to strengthen campaign delivery, improve brand consistency and create a better online shopping experience linked to backend processes.



Safeaid Supplies

The Solution

The Marketing Centre helped Safeaid bring greater structure, focus and consistency to its marketing activity.

This included:

- **Customer segmentation:** Clear customer segments were developed to prioritise activity and communications, backed by data analysis.
- **Website journey review:** The online purchasing journey was reviewed to identify improvements and potential delivery partners.
- **In-house capability:** Internal teams were coached, with additional support from a part-time Marketing Manager.
- **Brand consistency:** The brand proposition and brand guidelines were updated to establish clearer style templates.

“Working with a team of experts allowed us to strengthen our marketing activities.”

Roy Stone, Sales Director, Safeaid Supplies

Results

The work helped Safeaid strengthen its marketing foundations and improve customer engagement.

- Clear brand proposition and updated brand guidelines
- Targeted product catalogues to support growing PPE demand
- A new in-house Marketing Manager recruited with clear responsibilities
- Increased awareness and engagement through LinkedIn

Long-Term Investment

The work gave Safeaid clearer marketing structure, stronger brand communications and improved internal capability.

With better customer segmentation, a reviewed online journey, updated brand guidelines and a stronger marketing team, Safeaid now has the tools and resources to build awareness and support future sales.

Roy Stone, Sales Director, Safeaid Supplies

“Working with a team of experts allowed us to strengthen our marketing activities whilst also giving us a much clearer structure to our strategies and brand communications. We are confident that we now have the tools and resources to build on the work completed and to use in our marketing to drive awareness and sales.”



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