



AVALANCHE 
ENTERPRISE

AVALANCHE CASE STUDIES

 MANUFACTURING



INTRODUCTION

Avalanche Enterprise is a digital agency specialising in getting you seen by the right people. Our job is to reinforce the value that your company can offer potential clients, therefore we consistently connect you to the people that require your services. The general phrase we use is **“The more of your target market you have a conversation with, the more successful your business will be”**.

Our team of highly talented individuals are trained in all major social media platforms and we are constantly improving the way we market our clients on them.

In this case study we will be analysing a campaign focused on a trade/manufacturing business. Avalanche Enterprise have done many campaigns in the manufacturing, trade and construction industries and we have found that our value orientated approach on LinkedIn is unique, offering a different technique to many of our competitors.

The company in discussion today is the reseller/fitter of Bi-Fold doors and windows. Their target market is not direct to consumers but architects, builders, developers and other people who are in-directly involved in the building process.

Due to the target market of **The Panoramic Door Company** (panoramic) we already knew that they were not trying to sell directly to the end user, therefore we targeted someone who was actually looking for the product. The case is often the opposite - many brands have to use marketing tactics to make their end users realise that they want the product.

This put Panoramic in a great position as all that Avalanche needed to do from a marketing perspective was get their products in front of as many prospective architects, developers and construction companies as possible - the product would do the selling.

Our creative team structured a brand message that positioned the client as a high-end company with a great base of partners and fitters that could deliver consistently and at high volume. This was done by associating the company with many images, articles and case studies of the ever growing popularity of Bi-Fold doors.

With the new image created, we were able to put together the deployment plan to bring this new image to our target markets.



RESEARCH



DEPLOYMENT

Our team utilised LinkedIn to develop a strong network of architects, developers, construction companies and more. As the network began to flourish, we began to use permission to generate phone calls/brochure requests from the target market.

Leads were posted into a live Google document that was updated every couple of days by both the Avalanche and the Panoramic teams.

We quickly began to understand the sales Cycle and measured a 10% conversion rate alongside a 3-4month sales cycle.

Not every single lead was followed up by the team over at Panoramic, this was due to one of their busiest years so far. However of the first sales cycle:

20 Leads generated, with 60% actively followed up created £15,000 in initial sales with 4-5 new relationships with a pipeline of projects. A further 50 leads have been created in the proceeding 6-7 months creating a lead base with potential order value of £30,000+ based on potential projects tendered on.

Cost for 9 month campaign (Still ongoing) = £3,150

Actual Cash return = £15,000 or 476%

Cost per lead = £45

Outlook:

From a lead generation perspective our lead rate per month has been consistent at around 8. With a 100% follow up rate from the client we would be expecting them to achieve at least 1 big order per quarter.



RESULTS