

# CUSTOMER SUCCESS STORY



## Working together to build a marketing plan!

TSSM provides VCE training, resources, and workshops to help Victorian students be the best they can be. Hanna Farrah and his wife Magda came to me wanting to improve their business. They had been growing but understood that they needed to plan more strategically to really reach their business goals. Together we built a strategic marketing plan that clearly identified specific outcomes for the business and we are all now starting to see the fruits of our hard work with over 20% growth in the business this year.

## CHALLENGE

1. No clear value proposition
2. Brand identity needed to be updated
3. No integrated sales and marketing

## SOLUTION

1. We conducted some market research to determine the real value offering and what the brand identity gap was
2. We repositioned the brand and created an integrated marketing and sales approach plan

## RESULTS

1. Great feedback on the branding
2. Attendances at training events increased by 20-30%
3. New website on the way with better online ordering and information as requested by customers

## DELIVERABLES

Old brand, Positioning, New brand, Website

