

Case Study: **Simply C Photography**

Integrated Marketing Really Works

Overview

Your Telemarketing were contacted by Simply C Photography who had been impacted by the Covid Pandemic and needed support to re-invigorate their customer base. We knew Cherry Beesley and her business Simply C Photography really well having met several years ago through networking. We are also a client of Simply C Photography, using Cherry for all our individual, team and culture photography. These photos can be seen on our web site, in our marketing material and across our social media platforms. Cherry's unique style, using natural light delivers simply stunning results and we were confident that we could help Cherry to develop new opportunities.

Our Solution

At the outset, Your Telemarketing recommended a fully integrated campaign showcasing some of Cherry's photography. Cherry already used a social media consultant, whom we readily involved in our discussions. It was agreed that Cherry's campaign would involve purchasing good quality data, targeted to her ideal client which could be used in mail, email & telephone activity. The social media partners created a e-shot and social media campaign which we integrated with a postcard style mailing and telephone follow-up.

Results

This was a niche project, targeted at just 250 prospects, focusing on how professional photographs of the prospects own business differs from using stock images or those taken on a mobile phone. The end result, after just 10 days activity, was 5 good opportunities for Simply C Photography.



Key Benefits

- Experienced sales team
- Adaptable activity
- Re-engage with clients
- Focus on your core activity
- We maintain your brand
- Have a larger team
- Increase your client base
- Flexible to meet your needs
- Honest feedback
- Resilient



During Covid I wanted to bring in Laura and her team at Your Telemarketing to raise my brand in a concise, targeted and measured way. She reviewed, advised and set in motion a new strategic campaign that was perfect for my needs. I was updated weekly, they worked proactively and went above and beyond what was expected. Without doubt working with Your Telemarketing was Simply the best move for my business and having seen the value and impact using a strategy such as this has on my brand I will be working with them again.

Cherry Beesley, Owner
Simply C Photography