



## **MINUTES FOR MARKETING MEETING CATCH UP**

Wednesday 21<sup>st</sup> September 2022 @ 11:00

Attending: BH, WW

All focus has been shifted onto the B2B side of the business concentrating on consistent content being distributed to our current customer database with the support of social media platforms.

### **Email & Social Campaigns**

Campaigns completed:

- Campaign 44 - 17/08 – Tap Caps
- Campaign 45 - 23/08 – Syphon Pumps & Adaptors
- Campaign 46 - 30/08 – Pressure Sprayers
- Campaign 47 – 20/09 – Clearance Bottles

Campaigns outstanding:

- Campaign 48 – w/c 26/09 – S1PA/S2PA Solvent Sprayers
- Campaign 49 – w/c 10/10 – Alta Foam Pressure Sprayers
- Campaign 50 – w/c 24/10 - TBA

### **Product Category Flyers**

Completed:

- Tap Caps
- Syphon Pumps
- Pressure Sprayers
- Solvent Sprayers

To do:

- Foam Pressure Sprayers
- Trigger Spray Bottles

### **Sema Online Cart Site**

Sema Online has been picking up with orders and enquiries, to make the most of this we have decided to focus on getting price breaks set up for all products across the website to appeal to both B2C and B2B audiences.

### **Cleaning Matters – Online Subscription**

We are paying annually for this and want to make sure we are getting the most out of it.

- Update company profile
- Look into quotes for an ad in the magazine
- Research into what more we can do with the directory

## **Routes to Market**

Although consistent mailshots and content is being released it is all going to current customers and contacts, so our reach is being limited. We need to investigate expanding our database to reach new businesses within relevant markets.

- Credit Safe – Using the prospecting tools we can identify our current top customers SIC codes and categorise them into industries to give us more of an idea of our top markets.
- Contact a marketing database company and discuss options for acquiring new mail databases.

Next meeting – 14/10 @ Westbury

**Kind regards,**  
Beth Harvey  
**Group Marketing Manager**