

# TexturePrint

**£18,000 order received from first email campaign**

## Meet the client

TexturePrint works alongside design engineers, landscape architects and local authorities to provide imprinted surfacing solutions for a wide variety of applications including pedestrian areas, town centre developments, municipal areas, traffic calming schemes and home zones.

## Objective

Historically, there is one major player for this type of surfacing in the UK and Ireland. As a new name in the sector, TexturePrint needed to get in front of specifiers, run trials, be named on tenders and, ultimately, win projects. With a small sales team this was proving difficult.



**£18,000**

£18,000 order received in first three months, as a direct result of campaigning, with more in the pipeline once successful

Without these campaigns I couldn't have got TexturePrint in front of so many councils and specifiers.

I have a schedule of meetings in my diary and a scheme underway as a direct result of the campaigns.



**Fergus McKenzie,**  
Sales Manager,  
TexturePrint



**1000**

Database of 1000 named individuals for first mailout

## Solution

We proposed a daily managed bespoke lead generation service to give the TexturePrint team the solution they needed.

After identifying the audience, we created a six-month plan for ongoing prospecting, engaging and accurately qualifying leads.

Using GDPR-compliant research processes, we created a new prospect database of named individuals by industry type for TexturePrint.

We send strategic, targeted email campaigns to the database segments, ensuring they receive relevant engaging content which drives traffic to the website. Expert insight and analysis of lead activity ensures that only the very engaged prospects are passed to the sales manager, who was stellar with follow up.

Our work ensures TexturePrint's sales only has conversations with genuinely interested prospects. This brilliant teamwork resulted in an **£18,000 order in the first three months**, with the potential to grow following a successful trial, with other projects to price.

Feedback from prospects included a decision maker within Cornwall Council saying: **"This is great awareness of an alternative product, I will be in touch as soon as a scheme comes up."**

**90%**

Average 90% campaign delivery rate by second email send

**£36K**

In further potential work with client from direct email response