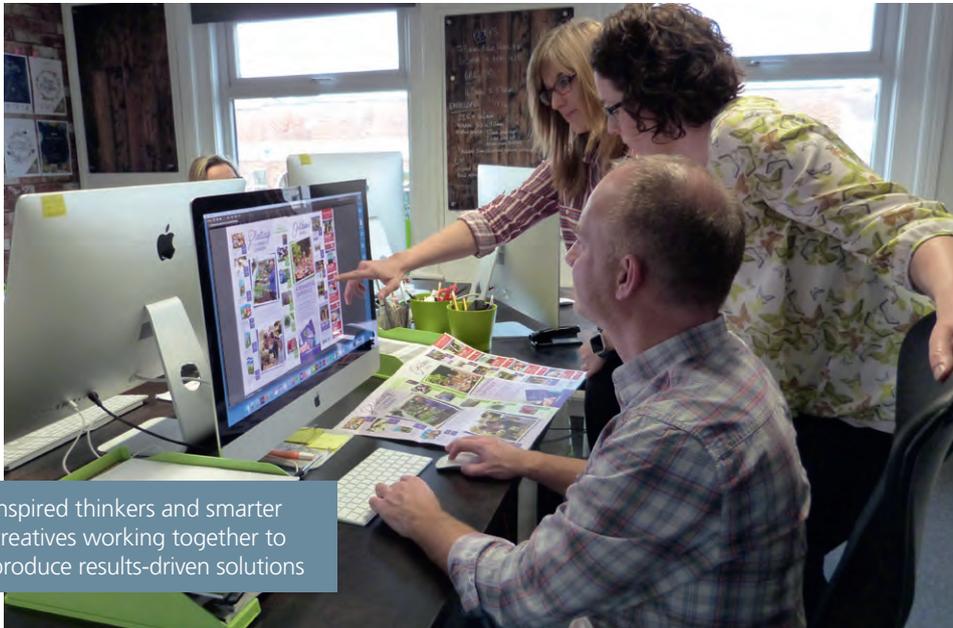


Spring Marketing



Inspired thinkers and smarter creatives working together to produce results-driven solutions



Vanessa Banner, Managing Director and Founder

By enjoying exceptionally close relationships with their clients, Sussex-based Spring Marketing believe they are fortifying their long-term and mutually beneficial futures. As a strategic marketing and creative agency, they offer fully outsourced marketing at a fraction of the price compared to a client operating a department in-house. Operating for over 13 years, their 14-person team includes account managers, designers, strategists, developers and communications specialists, all working together to offer fully inclusive marketing, digital and creative services. At any given time, the company can achieve at least 35 per cent extra capacity for fluctuating projects. Seventy-five per cent of client billings are from retainer relationships, with nearly half lasting over seven years. Managing Director Vanessa Banner says trust and results-driven marketing is what separates Spring Marketing from most competitors.

Our method

As a full service creative agency, we operate a straightforward proposition: innovation that delivers. Our extensive experience in consumer marketing provides us with an excellent knowledge base and understanding of the requirements needed to create and develop effective marketing materials for all our clients across all sectors.

FACTS ABOUT SPRING MARKETING

- » Managing Director: Vanessa Banner
- » Established in 2005
- » Located in Worthing, West Sussex
- » Services: Fully-integrated strategic marketing and creative support
- » No. of employees: 10 to 15
- » In excess of 1,450 design projects outputted per annum
- » www.springmarketing.co.uk

“Turnover grew eight-fold from 2010 to 2018, with excellent profitability”

Being proud sponsors of the under-16 Worthing rugby team is our commitment to working in the community

We will build a project team consisting of cross-functional storytellers who will work collaboratively with you, helping to find new opportunities and solve existing business problems. Our approach fosters a more enjoyable working relationship, better communication and transparency, a more efficient use of project resources and, ultimately, allows us to add maximum value to businesses.

Our delivery through our best-practice framework and strategic account managers, together with our creative and digital services, is proven to take brands through a marketing maturity journey – helping them to improve customer lifetime value, enhance their customer experiences and drive deeper brand engagement.

Moreover, our retained service is premium, and becomes so integral to our clients' businesses that we can confidently reinvest and use much-valued working capital to expand our skill set and manage the demand for our services more efficiently. This also reduces the pressure points for both staff and clients at key seasonal peaks.

Working to our strengths and overcoming challenges

With an ear to the ground and a finger on the pulse, we ensure our strategies are both on-point and aligned with pre-defined objectives. We frequently and rigorously review our approaches, ensuring maximum ROI for every project. Our client base is UK-wide with strong links in Scotland and Wales.

Building margin on our services is essential for survival, growth and reinvestment, so that we can grow our offering to our existing clients as well as adapt to changing technologies and market trends. It is always challenging working cross sectors to negotiate.

For example, being based in the same location when focusing on infrastructure for developing clients was costly and difficult. We considered how we could maintain worthwhile and valuable contact with outcome and purpose. The result: we reduced the time and resources we spend, but still retained our ability to deliver results.



We therefore bring together several consumer or retail based organisations to share their sales data and customer loyalty insights, which we benchmark to industry. We bring them together at a central location, namely London, as a forum of like-minded clients hosted and led by a member of Spring Marketing's strategic team.

During the 2007/08 recession, the company struggled, with turnover reaching its low point in 2010. However, at this time, costs were reduced to a bare minimum, thereby minimising losses and providing a platform not only for the company's survival but also for future growth. Turnover then grew eight-fold from 2010 to 2018. A key factor in the company's success has been efficient use of staff resources, with a gradual reduction of 30 per cent in the ratio of staff costs to turnover over the past eight years.

Our weak financial position was overcome when we exited the recession in 2010 and 2011 by creating a first-of-its-kind marketing and design retainer for the undertaking of all aspects of sales strategy, providing individual services within a group-buying offer to achieve economies of scale produced purely in-house.

Technology is always changing, and keeping ahead is a constant mission for any business in the marketing and digital sector. The quick introduction of GDPR, for instance, was a stark example of this. Most recently, however, our investment has moved away from printed media and more towards online and digital. Digital has more measurable results, but printed media yields greater and more immediate returns. It is this understanding of the link between customers and information, learnt through our years of printed media, that enables our digital offering to be so successful.



A talented and passionate leadership team championing strategy, creative and customer service

Moving forward with optimism

We always regard it as a great achievement when clients or suppliers visit our office and see the robust and lean infrastructure employed to output and often outperform the market for jobs produced. We believe we have a formula that makes us as utilised and efficient as possible within the boundaries of delivering excellent results within budget and flexing creative and strategic weight. We also see ahead of us the opportunities of joining together strategic thinking and creative design output. Motivating all of these efforts is bringing a return on investment.

Training our team so we keep our costs lower is also a priority for us. We need to utilise having access to them and learning as much as possible. We're trained marketers and, as such, have for many years tended to attract highly experienced people who are migrating from London agencies.

Ultimately, our clients are like family. Most of them have been with us for years, and have a deep trust in our ability to bring them results. It is this trust in our ability that will continue to yield us success in the years to come.

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Success is about loving what you do and believing in who you do it for

