



CREATIVE MARKETING DIRECT communications for the built environment

case study



Reinforcing connections with tilers

BAL tile adhesives: needing to lock-in the loyalty of long-standing professional users.

Tiling professionals have given BAL adhesives and grouts consistently high ratings for quality and reliability. Their loyalty must be defended because lower-priced alternatives may tempt them to switch.

Our Task

Make direct contact – fast! First, validate and enhance the most recent database of fixers.

Then develop a sustainable direct communications programme, offline and online. Engage with users, build insight, and nurture their relationship with BAL.

Action and Output

- › An integrated Fixer Focus programme: concentrating resources on a more qualified target base for maximum budget cost-efficiency so that repeat contact is affordable.
- › BAL Fixer Focus newsletter mailings: supported by interim EDMs to anchor the programme. All driving fixers to the website, to online product updates and demo videos, and to training and technical services.
- › Added value offers: designed to support fixers' own businesses rather than conventional promotional items. Providing relevant information to update their professional knowledge.
- › Insight questionnaire: helping us get to know them better too.

Result

- › Campaign responders in Year 1 reveal £4.5m annual spending potential on adhesives and grouts.
- › Over £500k incremental sales opportunity via switch/up-sell is identified so far.

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