



CREATIVE MARKETING DIRECT

communications for the built environment

case study



Reaching trade-end users

Lead generation for new fuel card entrant.

A new fuel card broker joins 80+ others targeting an already crowded market. Offering wider card choice and more personal service. Because that's the only realistic basis for differentiation.

The most obvious targets, truck and coach firms, already use fuel cards. New users in less-explored sectors must be found, such as builders, glaziers and flooring contractors. CMD knows these tradesmen well.

Our Task

Create a distinctive identity for the offer. Identify all potential target sectors – and the online and offline channels to which they'll respond.

Then, develop a long-term lead-generation strategy. Grab van users' attention and convince them about the business benefits of fuel cards. And make it easy for them to apply for a card.

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Action and Output

- › New brand name and positioning – The Fuelcard People: the name says it all about its business purpose and approach.
- › Visual identity: reinforcing the 'people' aspect, using friendly colours and incorporating the brand's key attributes "Service Savings Security".
- › Integrated lead generation programme: rolled out, sector by sector, micro-targeted and highly personalised.
- › Content generated for PR: re-used in DM, email marketing and online.

Result

- › Almost immediately, The Fuelcard People receives direct applications for fuel cards.
- › Within weeks, various media stories are generating leads.
- › Within months, The Fuelcard People is one of the best-known names in fuel cards and heads online search results.
- › From launch onwards, lead generation enables sales personnel to exceed every monthly target.