

A blurred background image of a warehouse interior. In the foreground, the lower legs and feet of several people are visible, walking on a grey floor. In the background, tall metal shelving units are filled with cardboard boxes and blue plastic crates. A man in a yellow high-visibility vest is visible in profile, looking towards the right. Another person is partially visible behind him.

bcp

CASE STUDY

ENSURING BUSINESS AS USUAL DURING MATERNITY LEAVE



CASE STUDY

BCP

BCP is a trusted wholesale software supplier offering end-to-end supply chain solutions. Their Accord system streamlines operations, integrates with advanced warehouse systems, and adapts to changing needs. Since 1975, BCP has been a leading supplier of supply chain software to the wholesale sector, and they provide tailored solutions to help businesses improve productivity and achieve long-term goals.

MARKETING CHALLENGES AND OPTIONS

The primary objective of hiring MiM was to ensure uninterrupted marketing support. BCP sought the services of a marketing agency that could blend with their operations and expertly manage a range of marketing tasks while their marketing manager was on maternity leave. With seamless integration into BCP's operations, MiM fulfilled various marketing tasks, providing a consistent and effective marketing presence that improved customer satisfaction and brand loyalty.

Additionally, with MiM's assistance, BCP was able to increase its reach and visibility, ensuring that its products and services were advertised even while its marketing professional was away. MiM also used its bandwidth to improve BCP's content quality, lead generation, and brand awareness.

OBJECTIVES AND OUTCOMES

"MiM stepped in seamlessly and exceeded our expectations. Their broad range of capabilities, attention to detail, and organisational skills have truly impressed us. MiM's content creation and graphic design expertise has elevated our marketing collateral, resulting in improved lead generation and increased brand awareness. They have become an invaluable partner, ensuring our marketing operations continued smoothly during this period. We are thrilled with the outcomes achieved and look forward to further collaborating with MiM in the future."

Richard Marshall, Managing Director, BCP

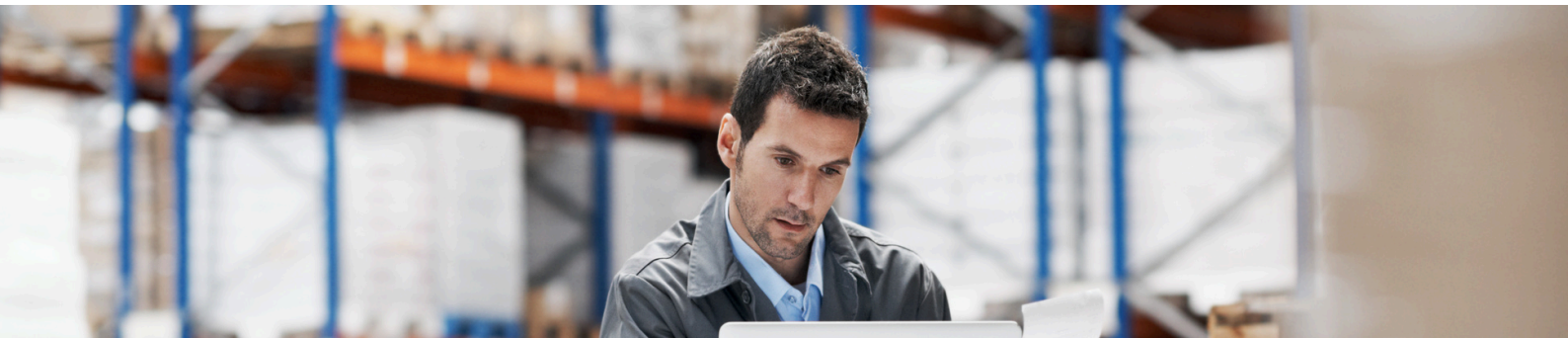
"We were facing a significant challenge with our marketing manager going on maternity leave. MiM successfully achieved our objectives and the outcome was a consistent and effective marketing presence, resulting in improved content quality, lead generation, and brand awareness."

Richard Marshall, Managing Director, BCP



EMPLOYING MiM

Upon hiring MiM, to handle their marketing needs, BCP received guidance throughout the transitional process and utilised on-the-ground strategies and digital campaigns to reach their target audience effectively. With a team of professionals boasting diverse capabilities, MiM integrated with ease and was able to support a wide range of tasks from the outset.



BENEFITS

By partnering with MiM, BCP gained several benefits:

- Increased customer loyalty and brand recognition
- Improved communication with customers
- Enhanced data collection and analysis capabilities
- Reduced risks associated with marketing decisions

MiM's expertise and comprehensive services allowed BCP to maintain marketing operations without interruption. The breadth of capabilities offered by MiM, including graphic design support, significantly enhanced BCP's content and marketing collateral. It also gave BCP's team access to a wider skill pool to complete projects before their marketing manager's return.

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