

## Case Study

### Company

Mulberry Insurance Brokers Limited (MIB)

### Sector

Insurance brokers

### Services provided

- Lead generation
- Email marketing
- Telemarketing
- Database development

## Mulberry Insurance Brokers Limited (MIB)

Having started his career in insurance in 1974 as an assistant to the assistant tea lady Keith Johnson, MD at Mulberry Insurance Brokers, quickly built a solid reputation.

This reputation eventually led him to become a member of a broking team for a major international insurance company that was based in London.

Keith has been based in Bristol since 1978 and is a well known and respected figure within the insurance industry and local market.

Having pursued a successful 42 year career in insurance, nothing pleases Keith more than getting to grips with complicated risk profiles and unique work environments.

## How Your Business Development Team helped

After suffering the loss a key client, who sold his business, Keith approached Yafit Davis of **Your Business Development Team (YBDT)** to enquire how they might be able to help.

The loss was a significant one to Mulberry. So Keith asked YBDT to assist him with his plan to not only replace the lost revenue but also to help him grow his business further and develop his client base.

In order to create the most effective lead generation activity, YBDT presented a detailed strategic plan which focused on the main target markets that MIB wanted to work with.

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The strategy was then implemented through a number of monthly marketing activities. These included database development, email marketing and telephone follow-up calls.

To ensure value for money from the start the activities were divided between following-up with existing contacts who were coming up for renewal and approaching new prospects.



## The YBDT sales & marketing plan

YBDT presented and implemented a full integrated sales and marketing strategy that incorporated the following elements:

### Database development

This was used to clean up the existing client database and update information.

### Telemarketing & Lead Generation

Used to develop existing contacts and develop new prospects.

This strategy proved successful and provided Keith with some extremely useful contacts, a number of which he was able to develop and convert into clients.

The pipeline created by the activities of YBDT allowed Keith to bounce back and grow his business further.

“ From the very start YBDT managed to prioritise my work-flow and point me in the right direction by insisting that I concentrate on six main areas of insurance.

Thank you for taking the time to understand my business and then organise me to take advantage of market conditions.



The new business that has been generated for me over the last few months has been phenomenal and that success can only be attributed to the work you have done for me.

**Keith Johnston**  
Managing Director  
Mulberry Insurance Brokers Ltd

