

## Case Study

### Company

Harrier Pneumatics

### Sector

Compressed Air System,  
design supply and maintenance.

### Services provided

- Lead generation
- Email Marketing
- Blog Writing
- Telemarketing, LinkedIn research & communication



## Harrier Pneumatics

Harrier Pneumatics have been supplying installing and maintaining compressed air systems throughout the South West and South Wales for over 30 years.

Their pneumatic specialism has built a reputation for supplying a superb selection of products backed by a reliable range of after sales maintenance and repair services.

## How Your Business Development Team helped

Your Business Development Team have been working with Harrier Pneumatics since 2019. Harrier's first issue was maintaining regular contact with their customer base to extend the range of services offered to them. They also had a lot of lapsed customers that they wanted to reconnect with.

In addition, they were looking to prospect for new business within the areas of the four Harrier branches at Bristol, Southampton, Reading and Plymouth, with specific emphasis on industries such as food production that need to maintain high quality compressed air systems.

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Two monthly blogs are created on topics of interest to the customer base and these are used on the Harrier website, LinkedIn and by monthly email communication. Regular telemarketing contact is made to follow up on the monthly email, to nurture previously acquired leads and carry out campaigns targeting specific product or service areas.

The campaign has resulted in a considerable number of appointments for engineers to revisit lapsed customers and opportunities to supply additional equipment to existing and new clients.



### What does the client say about Your Business Development Team?

We caught up with marketing co-ordinator Hilary Dean, to get her view on working with Your Business Development Team.

### How did you come to work with Your Business Development Team?

We were introduced through our website developer, who suggested Your Business Development Team would be ideal partners.

### Did you have any concerns before you started the project?

As with any new project, you always have some concerns. I think the biggest concern was the fact that we had a rough idea of what we wanted to achieve but didn't have a definite plan and how to accomplish our goals. So, we didn't really know if we had enough information to kick things off. However, we didn't need to worry, as YBDT took control and put a clear plan together.

### How did you find the process of working with them?

It was very simple. The team were very well organised. They explained what they needed from us and how they were going to proceed. Once the process was clearly established with timeframes, we were able to relax and leave the marketing to the professionals.

Following our marketing campaign, we have a meeting to discuss the outcome and plan the next course of action.

### Will you recommend them to others in your industry? What will you particularly tell them if asked?

Oh yes, I will be recommending them to others in the industry. The content is well researched and written. Yafit and her team are all lovely to work with and are always happy to answer any questions you may have. It is a pleasure to be working with Your Business Development Team.