

Advertising & Promotion Case Study



Having worked in the travel industry for a number of years, in July 2008 Zoe Rogers made the decision to work for herself and set up as an independent travel advisor working from home.

An expert in finding her clients the holiday of their dreams, Zoe realised she needed an expert in marketing to get her business up and running with a healthy client base.

www.designertravel.co.uk/ZoeRogers

What was the client brief?

After a few years working in the travel industry Zoe Rogers had developed her talent for finding dream holidays for her clients. When setting up her own business it made commercial sense to come under the umbrella of Designer Travel Ltd to enable Zoe to be covered by the ABTA bond agreement; however the marketing support provided by the company was not quite so user-friendly.

Zoe's research on the internet led her to approach BBV and Jeanne Kelly as a source of support for women in business. Their initial meeting was a good indication of things to come as Zoe remembers, "it was great that Jeanne came to meet me at home for our first meeting. I had quite a few ideas about what I wanted to do, and being able to speak these through with someone else really helped."



How did JMK help?

After talking through her ideas, it became clear how Jeanne would be able to help Zoe achieve her business goals. Zoe says, "Jeanne talked me through the different options available to me and helped to clarify which direction I wanted the business to go in. We also discussed Jeanne's ideas for my business, ones I would never have thought of and she gave me lots of great contacts".

Jeanne suggested Zoe targeted specific business sectors with her advertising, such as wedding shops; a suggestion that resulted in some great referrals. Jeanne was also successful in getting an article in the Wigan Borough Life Magazine about Zoe's endeavours to start up a business from home. "This kind of publicity was a great starting point," says Zoe "and resulted in some great leads".



Zoe remembers another of Jeanne's suggestions, "Jeanne suggested that I should ask my clients for feedback. Although I was initially uncertain, Jeanne persuaded me that if we made the feedback anonymous it could be a valuable way

to gauge how the business was performing. The feedback has been fantastic so far, and a very encouraging measure of my client's satisfaction".

Would they use JMK again?

Zoe feels that her current client base is sufficient to meet her capacity, and is not seeking any immediate further support from JMK Marketing. "At the moment, most of my clients come to me from word-of-mouth referrals. Should I ever need to reassess this model," says Zoe, "I would definitely seek out Jeanne's advice. I have already referred one of my clients to JMK for marketing support and will continue to do so."