

Strategic Planning Case Study



Rochdale Training is one of the largest providers of training schemes and apprenticeships for young people in the North West, customising their wide range of courses to suit the individual companies' requirements.

JMK Marketing was initially approached over 5 years ago to help the organisation achieve a more strategic approach to their marketing activities. Working closely with the Rochdale Training management team, JMK have successfully established a proactive promotional plan and marketing strategy which continues to develop and adapt to changes in the market.

What was the client brief?

Tony Rothwell (Commercial Services Manager at Rochdale Training) describes how the positive relationship with JMK began. "JMK were established as a recognised supplier with Business Link, and we were looking to develop our marketing strategy to raise the profile of the organisation and to ensure the name of Rochdale Training was being seen in the right places".

After a productive first meeting, Tony was impressed with Jan Kelly's approach to their situation. "We have an unusual business and Jan showed a real empathy to our position". It was agreed that the initial brief should include the development of a website and the creation of a promotional plan to raise awareness of the company and to generate more sales leads.

How did JMK help?

Understanding the client's needs in a new relationship is paramount to JMK and this was appreciated by Tony Rothwell. As he puts it "Jan's greatest strength is that she doesn't come in and start telling you which marketing strategies to use. She listened to our ideas and used her experience to refine and develop them".

JMK put together a unique proposal to encompass all elements of the brief, designed around the requirements of Rochdale Training. An experienced web-designer was sourced to create a website which would embrace the supportive nature of the organisation, whilst

acting as an effective source of information for the many courses available. The website is managed by JMK and updated regularly as the organisation continues to develop and expand.

As for the other aspects of the brief, JMK carry out a variety of promotional and PR activities including drafting all press releases, managing relations with local media, organising newsletters and adverts (online and in print), and designing publicity leaflets and brochures.

Would they use JMK again?

The relationship between JMK and Rochdale Training is a long-term one, with the successful results speaking for themselves. Tony goes as far as to describe the growth of the company (Rochdale Training) during this five year period of involvement with JMK Marketing as being "staggering", with JMK "responsible for a lot of this development".

Leads through their website have increased significantly, as has their turnover, and their profile in the training and apprenticeships market couldn't be higher. Tony concludes, "Rochdale Training would have no hesitation in recommending JMK as they have been absolutely delighted with their work".