

Take a closer look at what our clients really think of our service.

## Case Study



Customer:	Explore Learning
Retailer:	Surrey Quays Shopping Centre
Location:	London
Dates:	31st May 2017
Industry:	Education

“ Access Point have great customer service and we have had good success from our events in Surrey Quays. ”

### Client Background

Established in 2001, Explore Learning has tuition centres across the UK that provide Maths and English tuition for young learners regardless of their means, background or ability. Explore Learning have advertised through leafletting in the past, but found that venue marketing builds awareness of individual centres and generates new sign-ups when compared with other forms of advertising.

### Mission

- To encourage sales sign-ups
- Raise awareness of the centre
- Engage with family audience

“[Venue marketing] is very personal and allows us to represent the company well.”

### Results

Results were tracked by total number of sign ups over the course of the campaign.

- 12 sign-ups were generated
- Out of the 12 leads Explore Learning obtained, 2 new members started at the centre

“This was 2 leads above what we pledged for the day. [Promotional space] raised awareness of our business to families in the area and new members joined the centre.”

### Would you recommend venue marketing?

“Yes, it was easy and well managed. Access Point have great customer service and we have had good success from our events in Surrey Quays.” **Sam Bell. Explore Learning**



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