

Case Study: 5 Star Windows and Conservatories

Venue: Various **Location:** West Midlands **Industry:** Home Improvements

5 Star Windows & Doors has been installing quality windows, doors, roofs, conservatories, orangeries, glass extensions, and much more for over 20 years.

With showrooms in Worcester and Kidderminster, 5 Star Windows and Doors operate right throughout the West Midlands.

Why The Promotion?

We aimed to increase net sales value by £40,000 each week using this type of direct marketing.



Case Study

How Did Access Point Help?

Claire, our Account Manager, delivered a fantastic service in reserving all of the venues that suited us best.

Results

Generally, we generate on average 30-35 leads per week, which translates into between 7 and 10 sales appointments with a conversion of around 33%.

The typical weekly sales value is between 10-15k, which is slightly better in the areas surrounding our showrooms and slightly poorer further away.

Our costs, including stand staff, are approximately 10% of the takings. This enables the corporation to at least break even across the majority of its locations.

Our marketing budget is 3% of net sales value, making this one of the most expensive marketing tactics we employ. However, because it is direct with the client, the direct sales relationship is stronger than other types of marketing.

We are looking to hire more in-store promoters in order to maximise our stand time.

Your Experience Working With Us?

An absolute joy. Claire is one of the nicest most friendly people you could wish to deal with!

01704 544999 | hello@apuk.net | www.apuk.net

Access Point Ltd - 2A Albert Road - Southport - PR9 0LE. Copyright © Access Point Ltd. Access Point Ltd assumes no responsibility or liability for errors or omissions in this document