

# BOOST YOUR MARKETING BUDGET BY **REDUCING WASTE**

**OPTIMA CAN HELP YOU REDUCE MARKETING WASTAGE BY BETWEEN 20-30% ALLOWING YOU TO FREE UP RESOURCES IN TOUGH FINANCIAL TIMES.**

**We work with you to identify waste and then help you get rid of it.**

It's always the same problems:

The Marketing Director of a major **telco** said they needed to squeeze more out of their marketing budget.

The project was a **big success...**

Time to market gains improved by **55% in 6 months**

Staff productivity improved by **40% in 6 months**

Enhanced targeted campaigns yielding **improved ROI across multiple product groups**

## **LEAN MARKETING**

The relentless pressure to do more with less isn't going to go away any time soon. You must have efficient marketing operations. You must **deliver results.**

## **WE LOOK AT**

Your marketing **processes and working practices**

How your **team is organised** and the skills they have

How effectively you use technology

We assess the **opportunity to reduce waste**

We quantify the **financial benefits** for you

Finally we **build a road map** and help you **deliver the improvements**

**CONTACT US TO FIND OUT HOW YOU CAN BOOST YOUR MARKETING BUDGET BY 20 - 30%**



## **CLIENT STORY**

### **Challenge**

When the Marketing Director of a major **financial** company came to us they were **spending millions of pounds a year on marketing literature**. 20% of which was being destroyed every year. Our challenge was to minimise the cost of document destruction.

### **Approach**

We conducted an audit of the **end to end** process which identified a number of key factors that contributed to the problem: Slow and zero moving stock; no useful management information on usage or stock

and a focus on the wrong metrics which ignored wider issues.

### **Outcomes**

Overall our approach **reduced budget wastage by 81%** which released over a £1m back into the marketing budget every year.

**'Optima's credentials made them a natural first choice for Matalan. We know the team, they understand our business and they are experts in managing and interpreting customer data.'**

**Catherine Turner, Matalan.**



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**transforming customer marketing**