

SUPERFAST BUSINESS

Harnessing technology to grow your business

CASE STUDY

Leisure centre onto a winner with successful e-marketing strategy

The Business

Portland based Osprey Leisure Centre boasts a swimming pool, a large indoor sports hall, two squash courts and three fitness suites. Opened in 2007 and run by registered charity, South Dorset Community Sports Trust, it offers a great range of classes as well as holiday activities for children.

The Opportunity

Raising Osprey's profile as a valuable community business has been hampered by a lack of marketing focus, particularly when it came to web-based and social media strategies. Efforts to engage with new and existing customers were ad-hoc and restricted to local press and media campaigns rather than using the web as a meaningful communications channel. General Manager Nigel Williams says: "We had no way of measuring the effectiveness of our marketing activities and still less idea of how we could use technology to achieve this and streamline operations to reduce costs. So when we discovered the Superfast Business service, I was very interested to know what our options were on the e-marketing and technology front. We'd never proactively used Facebook or Twitter, for example, and we didn't really have a data capture strategy at all."

Support Provided

A meeting with a Superfast Business adviser immediately identified key areas where the centre could bring focus to its marketing and achieve greater efficiencies through more streamlined communications. This included upgrading to Superfast Broadband to improve system availability, and providing visitors with a reliable WiFi service.

The adviser also referred Nigel to an e-marketing expert to help review their marketing strategy, with the aim of increasing customers and reducing costs. Expert consultancy was broken down into four fortnightly sessions that gave the centre the chance to act quickly on each new target – and immediately see the benefits. The consultant helped Nigel to consider the demographics of their target market, breaking it down into

"The e-marketing strategy developed with Superfast Business is on track to deliver a 5% increase in income and an operational cost reduction of 5% by the end of the year."

sub-sets and building persona profiles on which to focus marketing campaigns. The next step was to decide the best channel to market for each persona and establish targets for boosting engagement. "The real surprise was discovering what our target market should actually be," says Nigel. "I soon realised the consultant knew what they were talking about and what we wanted to achieve. I was very impressed."



The Benefits

"I'm convinced that we will increase our income and annual surplus as a result of this process, because we already have more customers – and they are staying longer and spending more while they are here." says Nigel. "Admin-wise, we're already saving time. It took just three weeks to arrange the Superfast Broadband upgrade and now everything is quicker – including the reception computer. I can even monitor our CCTV cameras remotely."

"This whole process has helped us to jump to the next stage in our marketing and operational ambitions without having to struggle with our minimal technical knowledge," he says.

"We're more focused and we've got a clear idea of what we

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