



Unlocking your business potential

www.ledgarconsulting.co.uk



Introducing our marketing strategy and measurement services

What is our marketing strategy and measurement service?

- Review of marketing spend and channel ROI to inform future spend and spend allocation.
- Establish your customer geo-demographics to enhance your marketing activity and tighten your targeting.
- Development of marketing strategies based on data analysis, market trends and commercial insight.
- Regular review of your marketing activity and its effectiveness to drive future strategy and marketing performance.
- Review of cohort recency, frequency and value to improve targeting and loyalty conversion.

Why you need it

- Our work will mean you will know in detail who your customers are, what their purchase habits are and where you're gaining the most commercial value.
- Our work will improve your marketing investment allocation and drive improved ROI's.
- We will introduce new ideas and fresh thinking.
- Our work will provide detailed insight into which marketing channels are the most effective and where you could increase spend to drive results.
- Our work brings together numerous insights and data points to drive new marketing strategy and campaign implementation.
- Marketing strategy and measurement will enable you to get ahead of your competitors and the market.
- Marketing strategy and measurement has been a great investment for our customers. We'd love your company to benefit too.

How to get started

- Contact either Jenny Ledger jenny@ledgerconsulting.co.uk or Rob Wainwright rob@ledgerconsulting.co.uk
- We'll meet you to understand more about your business, your market and what you'd like to achieve
- Once we've agreed the brief we'll begin your Marketing strategy and measurement and start the journey to delivering new commercial benefits



Unlocking your business potential

**A small sample of our work in
marketing strategy and
measurement**

Marketing strategy and measurement

July 2023

Produced by JLC Ltd



Geographical and marketing channel analysis

Customer acquisition analysis according to geographic area

A quick guide to UK postcode structure and counts. Analysis is based on Postcode; Area, District and Sector

CO7 6RW



UK Totals

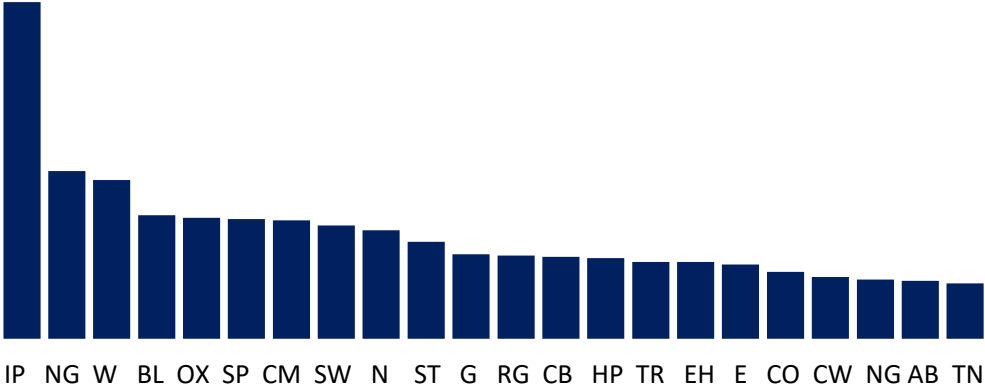
Areas = 124

Districts = c2,800

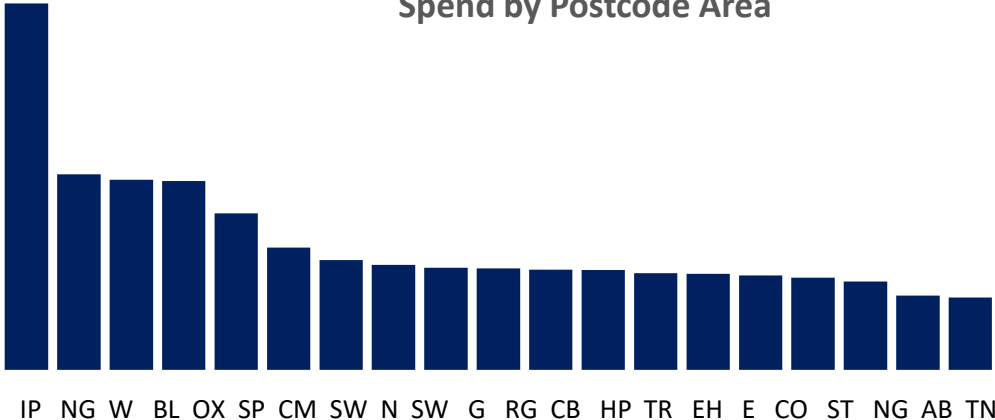
Sectors = c9,000

Customer data analysis (new and existing) to develop marketing strategy and improve performance metrics. What does your base look like? Where do your most valuable customer reside? Where can you find look-a-like customers? How should you adjust/develop your strategy?

New customers by Postcode Area

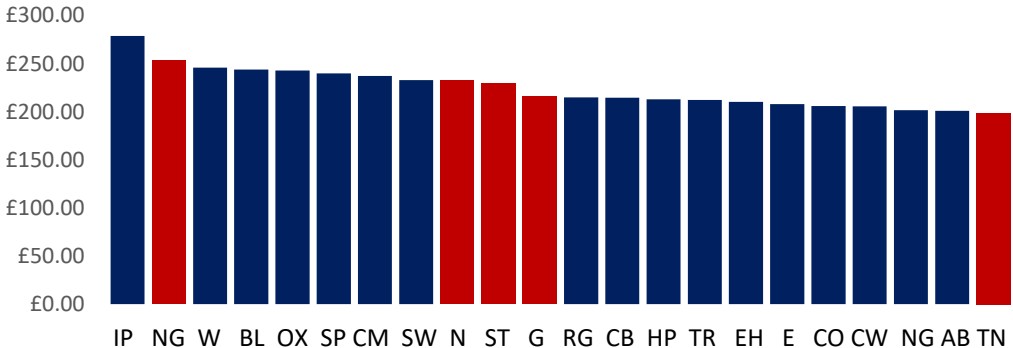


Spend by Postcode Area

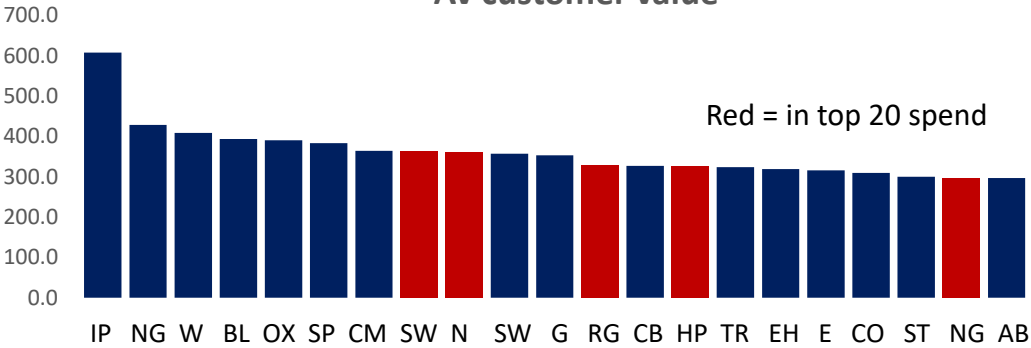


Commentary on what the analysis shows and how it may be used to inform future marketing decision making

AOV



Av customer value



There are approximately 2,800 Postcode Districts in the UK, we can look at geographics of new customers or your existing customer base to establish insights and trends. This provides a powerful approach to future targeting.

You recruited in 1404 Postcode Districts but x% of new came from just x Postcode areas

Postcode District	New customers	New custs as % of total
CO6	X HIGH	X%
N1	X	X%
CO10	X	X%
CB1	X	X%
SW6	X	X%
TR11	X	X%
EX1	X	X%
CM3	X	X%
TQ12	X	X%
EH1	X	X%
G11	X	X%
M12	X	X%
W4	X	X%
NG12	X	X%
OX2	X	X%
W2	X	X%
SP4	X	X%
YO12	X	X%
E1	X	X%
GL6	X LOW	X%
20	X	X%

Spend provides a different picture to new customer numbers with x different Postcode Districts featuring

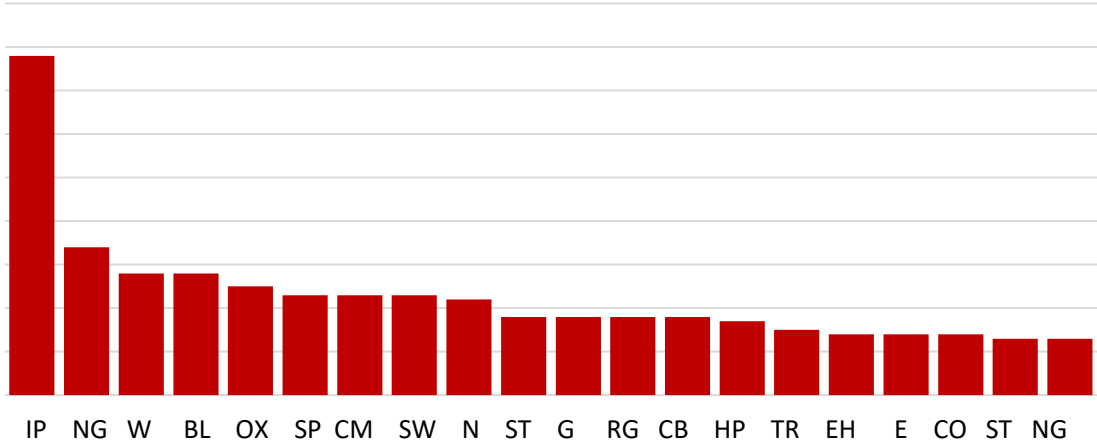
Postcode District	Spend	% of total new
EH1	£HIGH	X%
G11	£X	X%
M12	£X	X%
W4	£X	X%
NG12	£X	X%
OX2	£X	X%
CO6	£X	X%
N1	£X	X%
CO10	£X	X%
CB1	£X	X%
SW6	£X	X%
TR11	£X	X%
EX1	£X	X%
CM3	£X	X%
TQ12	£X	X%
W2	£X	X%
SP4	£X	X%
YO12	£X	X%
E1	£X	X%
GL6	£LOW	X%
20	£X	X%

Commentary and commercial analysis

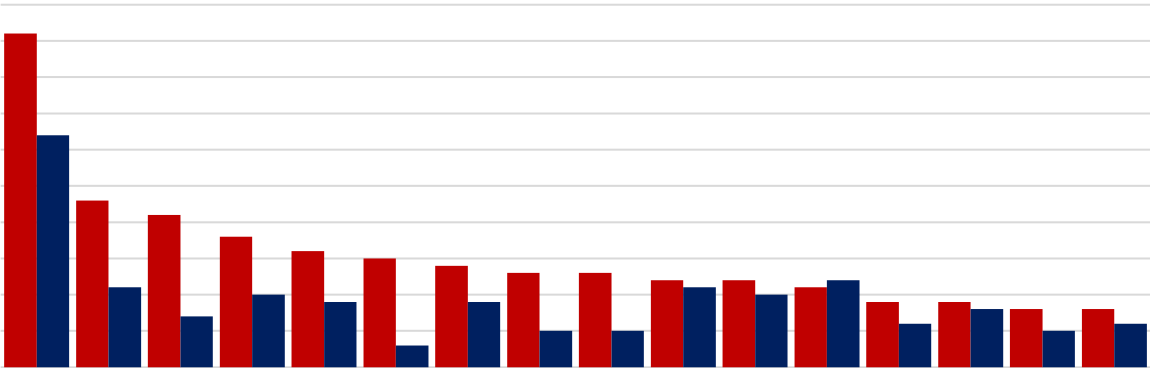
- Short example of some data analysis.
- What does the data tell us?
- How can you capitalize on the analysis?
- What trends are present which can inform commercial planning
- What key insights can we use to develop new marketing approaches
- How does the data link to marketing channel
- Which new areas provide look a like targets
- What other data analysis will be useful to complete

Review of key Postcode areas where 'Marketing Media A' delivered new customers

There were x new customers due to Marketing Media A. x% (x) of these came from just 20 postcode areas



Brand A and Brand B Marketing Media A recruitment rate comparison



Observations

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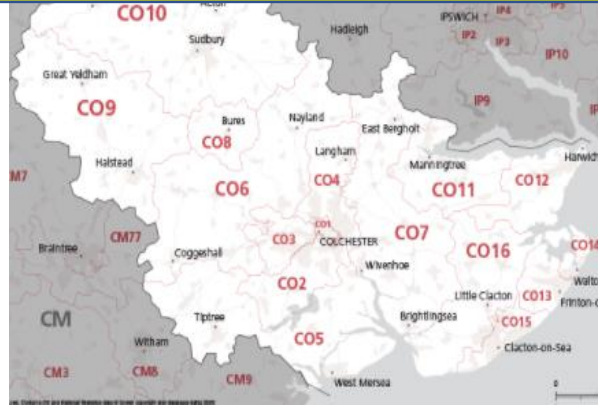
Conclusion & Actions

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Postcode area	New customers	% of total new from Marketing Media A
IP	X	x%
NG	X	x%
W	X	x%
BL	X	x%
OX	X	x%
SP	X	x%
CM	X	x%
SW	X	x%
N	X	x%
ST	X	x%
G	X	x%
RG	X	x%
CB	X	x%
HP	X	x%
TR	X	x%
EH	X	x%
E	X	x%
CO	X	x%
ST	X	x%
NG	X	x%
20	xx	xx%

Produced for each key postcode area

The CO Postcode Area. This is your number x area for new customer acquisition



Fast facts

CO New recruit statistics

x% of total new (x)
x% of total new revenue (£xk)
£x average in year customer value

£x AOV
x% of Total Media A was CO
x% of Media B was CO

Population size

c411k

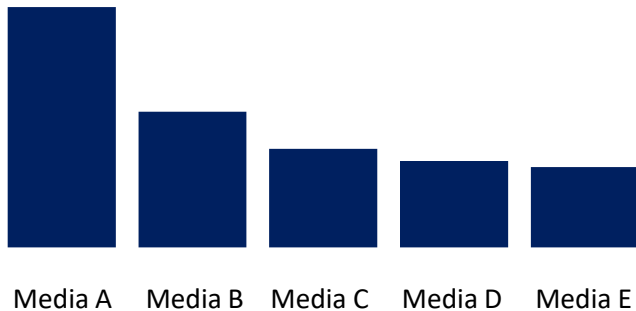
Key areas

Colchester, Sudbury, Clacton-on-Sea, Manningtree, Halstead, Nayland, Walton-on-the-Naze, Tiptree, Wakes Colne, Brightlinsea

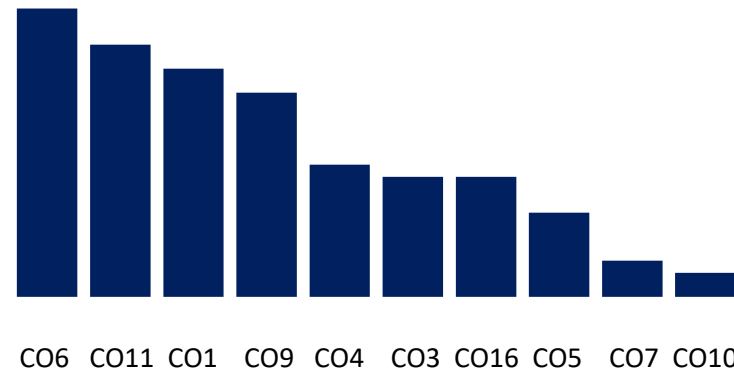
Postcodes

x Districts e.g. CO6
x Sectors e.g. CO6 4

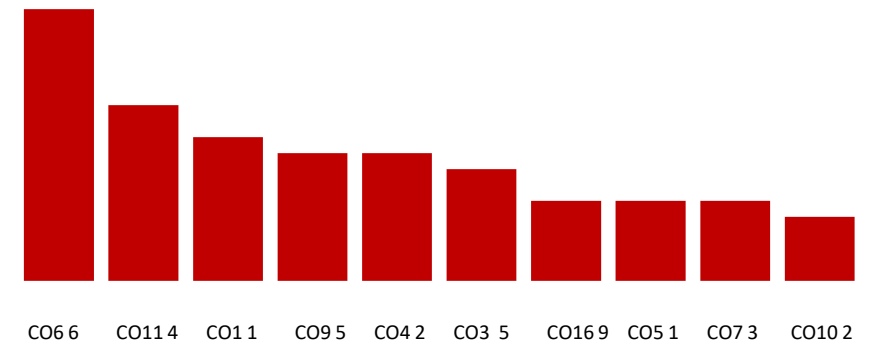
Top 5 recruitment channels for CO which delivered x% of CO new customers & x% of spend



Top 10 Districts delivered x% of CO new customers & x% of spend



Top 10 Sectors delivered x% of CO new customers & x% of spend



Key points & strategic action

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Key points & strategic action

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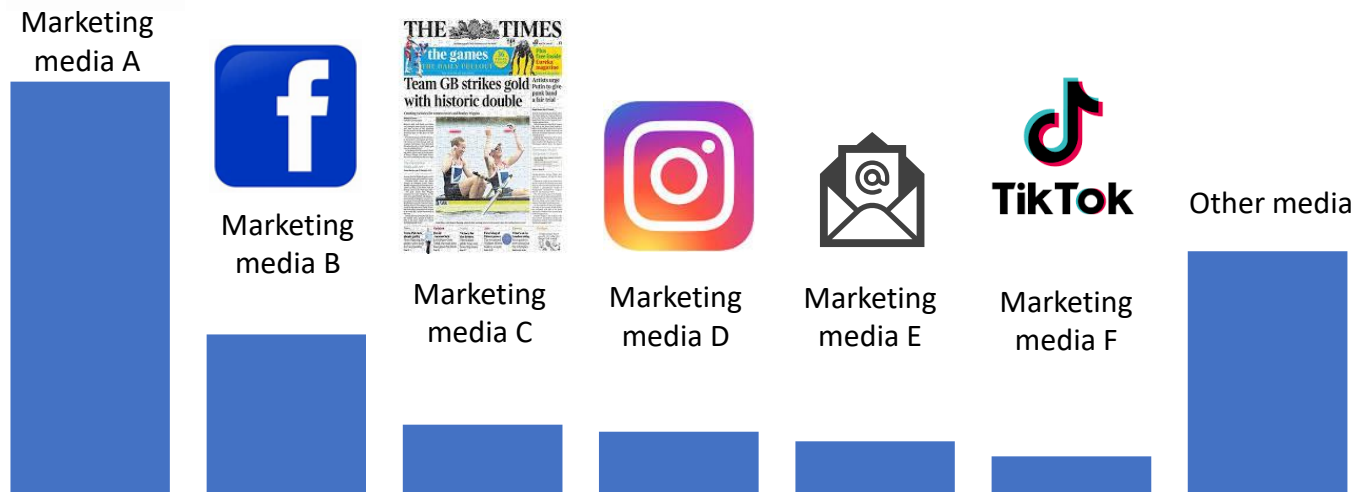
Key points & strategic action

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Return on investment analysis

Ensuring you have a very detailed knowledge of how your marketing spend delivers return. This allows informed future investment decisions to achieve growth targets

Google



Revenue	£x	£x	£x	£x	£x	£x	£x
Profit Margin @ x%	£x	£x	£x	£x	£x	£x	£x
Expenditure	£x	£x	£x	£x	£x	£x	£x
In year profit ROI	£x	£x	£x	£x	£x	£x	£x
5 year rev benefit	£x	£x	£x	£x	£x	£x	£x
5 year profit ROI	£x	£x	£x	£x	£x	£x	£x

What does it mean?

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How does this inform your strategy and investment decisions?

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**Identification of new
approaches and strategies to
drive marketing performance
and effectiveness**

Ideas to develop a deeper understanding of existing customers and their behaviours.

This can be used to then define sales targeting focus and identify differential segment-based customer approaches

	Existing customer profile	Segmentation and deep dive analysis of top 20%	Review of customer responsiveness by media	Review of past campaign performance
Objective	<ol style="list-style-type: none"> 1. Lorem ipsum dolor 2. sit amet, consectetur adipiscing elit. 3. Nunc viverra imperdiet Vivamus a tellus. 	<ol style="list-style-type: none"> 1. Lorem ipsum dolor 2. sit amet, consectetur adipiscing elit. 3. Nunc viverra imperdiet Vivamus a tellus. 4. Lorem ipsum dolor 5. Lorem ipsum dolor 	<ol style="list-style-type: none"> 1. Lorem ipsum dolor 2. sit amet, consectetur adipiscing elit. 3. Nunc viverra imperdiet Vivamus a tellus. 	<ol style="list-style-type: none"> 1. Lorem ipsum dolor 2. sit amet, consectetur adipiscing elit. 3. Nunc viverra imperdiet Vivamus a tellus.
Outputs	<ol style="list-style-type: none"> 1. Lorem ipsum dolor 2. sit amet, consectetur adipiscing elit. 3. Nunc viverra imperdiet Vivamus a tellus. 4. Lorem ipsum dolor 5. sit amet, consectetur adipiscing elit. 6. Nunc viverra imperdiet Vivamus a tellus. 7. Lorem ipsum dolor 	<ol style="list-style-type: none"> 1. Lorem ipsum dolor 2. sit amet, consectetur adipiscing elit. 3. Nunc viverra imperdiet Vivamus a tellus. 4. Lorem ipsum dolor 5. sit amet, consectetur adipiscing elit. 6. Nunc viverra imperdiet Vivamus a tellus. 7. Lorem ipsum dolor 	<ol style="list-style-type: none"> 1. Lorem ipsum dolor 2. sit amet, consectetur adipiscing elit. 3. Nunc viverra imperdiet Vivamus a tellus. 4. Lorem ipsum dolor 5. sit amet, consectetur adipiscing elit. 6. Nunc viverra imperdiet Vivamus a tellus. 7. Lorem ipsum dolor 	<ol style="list-style-type: none"> 1. Lorem ipsum dolor 2. sit amet, consectetur adipiscing elit. 3. Nunc viverra imperdiet Vivamus a tellus. 4. Lorem ipsum dolor 5. sit amet, consectetur adipiscing elit. 6. Nunc viverra imperdiet Vivamus a tellus. 7. Lorem ipsum dolor
Use	<ol style="list-style-type: none"> 1. Lorem ipsum dolor 2. sit amet, consectetur adipiscing elit. 3. Nunc viverra imperdiet Vivamus a tellus. 	<ol style="list-style-type: none"> 1. Lorem ipsum dolor 2. sit amet, consectetur adipiscing elit. 3. Nunc viverra imperdiet Vivamus a tellus. 4. Lorem ipsum dolor 5. Lorem ipsum dolor 	<ol style="list-style-type: none"> 1. Lorem ipsum dolor 2. sit amet, consectetur adipiscing elit. 3. Nunc viverra imperdiet Vivamus a tellus. 	<ol style="list-style-type: none"> 1. Lorem ipsum dolor 2. sit amet, consectetur adipiscing elit. 3. Nunc viverra imperdiet Vivamus a tellus.

Understanding existing customers and their sales behaviours could allow for testing a highly targeted segment-based marketing approach, potentially driving greater ROI through increased response and sales conversion

Marketing ideas which can dovetail into the wider marketing plan

CRM ideas – Cross sell, upsell & Retention

Activity	Lorem ipsum dolor sit amet, consectetur	Lorem ipsum dolor sit amet, consectetur adipiscing elit	Lorem ipsum dolor sit amet, consectetur adipiscing elit	Lorem ipsum dolor sit amet, consectetur	Lorem ipsum dolor sit amet, consectetur	Lorem ipsum dolor sit amet, elit	Lorem ipsum dolor sit amet, consectetur
Goal	Lorem ipsum dolor sit amet, consectetur	Lorem ipsum dolor sit amet, consectetur adipiscing elit	Lorem ipsum dolor sit amet, consectetur adipiscing elit	Lorem ipsum dolor sit amet, consectetur	Lorem ipsum dolor sit amet, consectetur	Lorem ipsum dolor sit amet, elit	Lorem ipsum dolor sit amet, consectetur

Acquisition activity

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Identification of marketing strategy strands based on data led insight and market trends activity completed

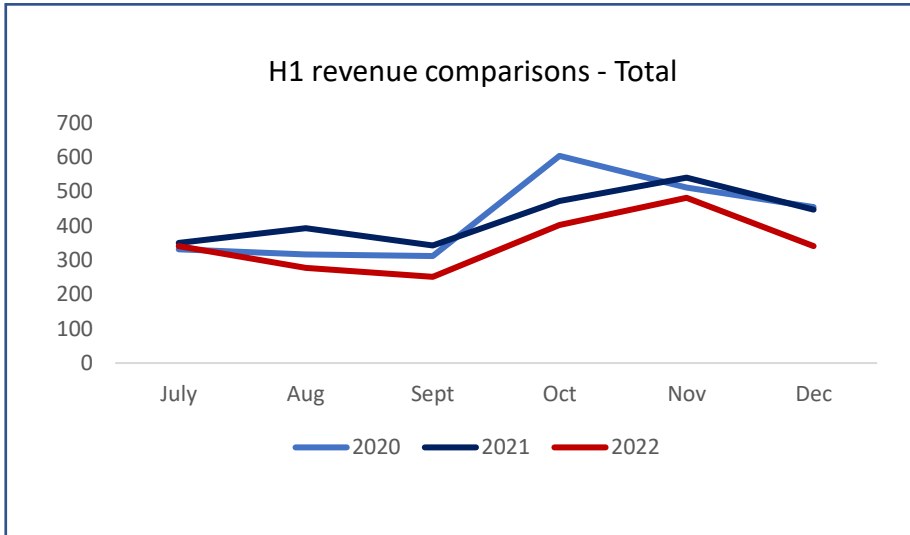
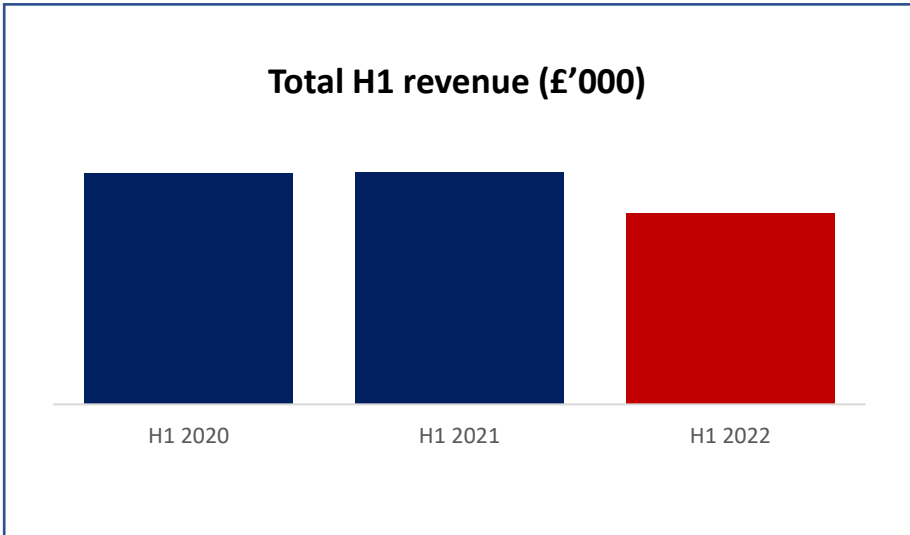
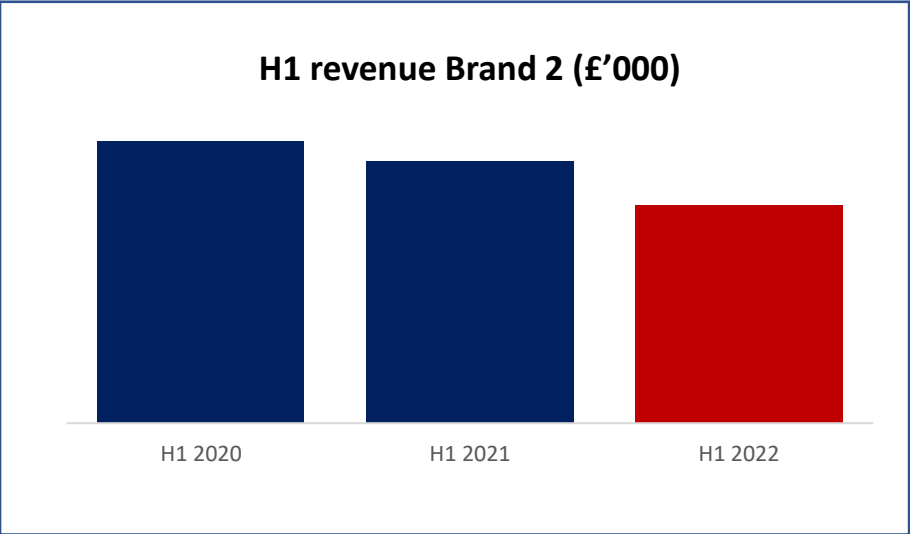
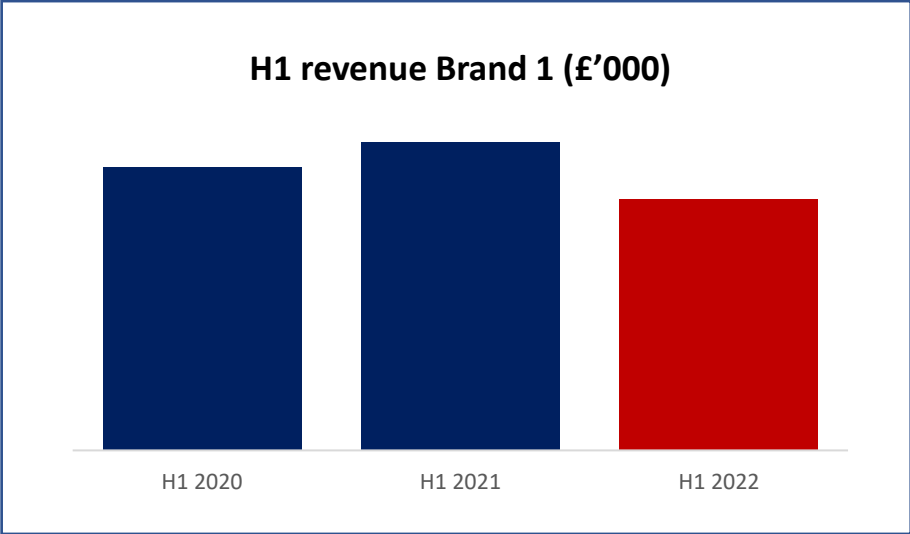
key priorities by customer segments				
What	How			
Objective 1	<ol style="list-style-type: none"> 1. Lorem ipsum dolor sit amet, consectetur adipiscing elit. 2. Nunc viverra imperdiet enim. Fusce est. Vivamus a tellus. 3. Pellentesque habitant adipiscing elit. 4. Lorem ipsum dolor sit amet, consectetur adipiscing elit. 5. Nunc viverra imperdiet enim. Fusce est. Vivamus a tellus. 6. Pellentesque habitant adipiscing elit. 7. Lorem ipsum dolor sit amet, consectetur adipiscing elit. 8. Nunc viverra imperdiet enim. Fusce est. Vivamus a tellus. 9. Pellentesque habitant adipiscing elit. 10. Lorem ipsum dolor sit amet, consectetur adipiscing elit. 11. Nunc viverra imperdiet enim. Fusce est. Vivamus a tellus. 12. Pellentesque habitant adipiscing elit. 			
Objective 2				
Objective 3				
Objective 4				
	Initiative 1	Initiative 2	Initiative 3	Initiative 4
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Articulation of goals
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New initiatives
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**Regular marketing
effectiveness reviews to inform
strategies and drive
performance**

Total Brand 1 & 2 performance analysis – revenue (could include transactions, AOV's etc)

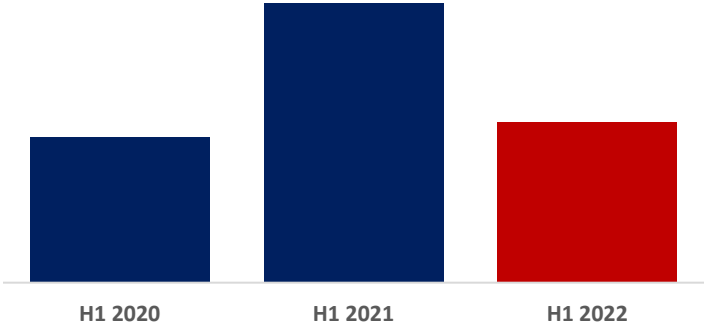


Commentary & actions needed

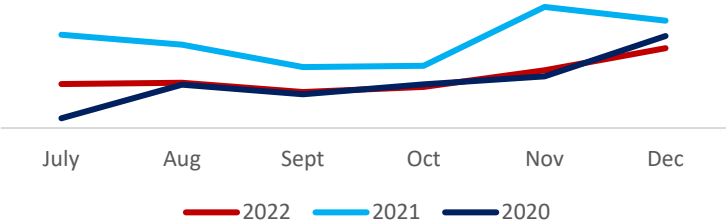
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Total Brand 1 & 2 performance analysis – new customers

New customers Brand 1



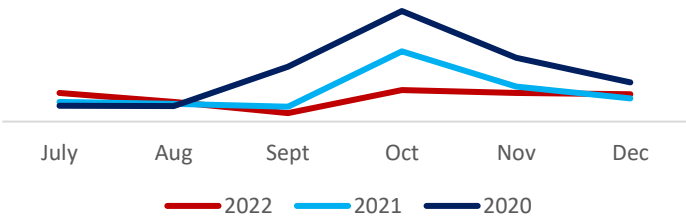
Total new customers by month Brand 1



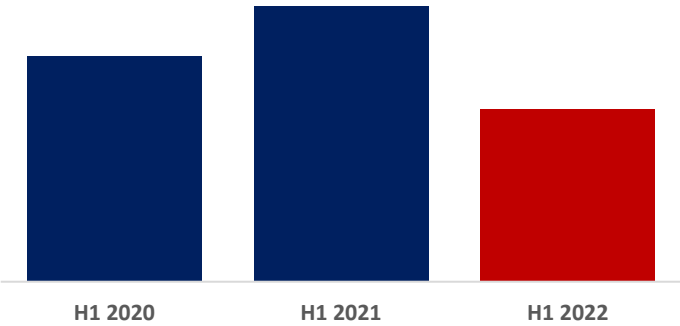
New customers Brand 2



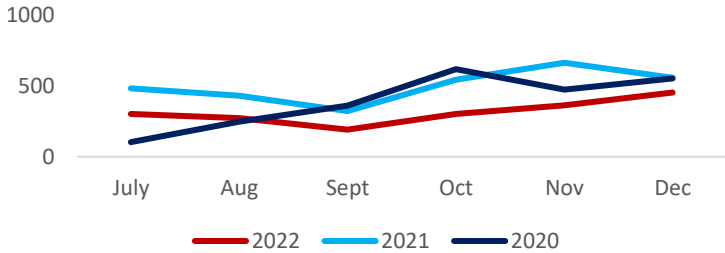
Total new customers by mth Brand 2



Total new customers



Total new customers by month



Commentary

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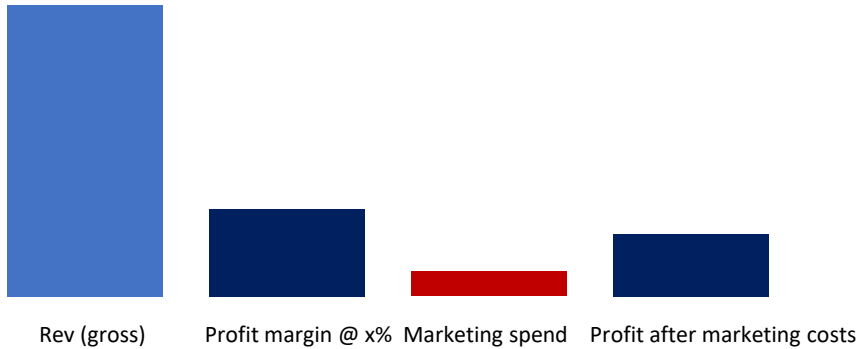
H1 marketing channel performance – executive summary

Channel	Revenue	Rev as % of total	Orders	Orders as % of total	New custs	New customers as % of total	AOV	ROI	Marketing spend	Media strength for TWC H1
A	£c	x%	x	x%	x	x	£x	X:1	£x	<ul style="list-style-type: none">• Lorem ipsum dolor sit amet, consectetur adipiscing elit.• Lorem ipsum dolor sit amet, consectetur adipiscing elit.
B	£c	x%	x	x%	x	x	£x	X:1	£x	<ul style="list-style-type: none">• Lorem ipsum dolor sit amet, consectetur adipiscing elit.• Lorem ipsum dolor sit amet, consectetur adipiscing elit.
C	£c	x%	x	x%	x	x	£x	X:1	£x	<ul style="list-style-type: none">• Lorem ipsum dolor sit amet, consectetur adipiscing elit.• Lorem ipsum dolor sit amet, consectetur adipiscing elit.
D	£c	x%	x	x%	x	x	£x	X:1	£x	<ul style="list-style-type: none">• Lorem ipsum dolor sit amet, consectetur adipiscing elit.• Lorem ipsum dolor sit amet, consectetur adipiscing elit.
E	£c	x%	x	x%	x	x	£x	X:1	£x	<ul style="list-style-type: none">• Lorem ipsum dolor sit amet, consectetur adipiscing elit.• Lorem ipsum dolor sit amet, consectetur adipiscing elit.
F	£c	x%	x	x%	x	x	£x	X:1	£x	<ul style="list-style-type: none">• Lorem ipsum dolor sit amet, consectetur adipiscing elit.• Lorem ipsum dolor sit amet, consectetur adipiscing elit.
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H	£c	x%	x	x%	x	x	£x	X:1	£x	<ul style="list-style-type: none">• Lorem ipsum dolor sit amet, consectetur adipiscing elit.• Lorem ipsum dolor sit amet, consectetur adipiscing elit.

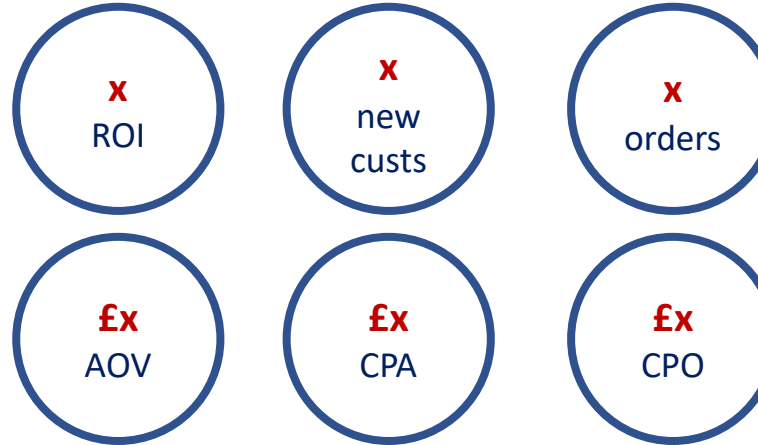
H1 Marketing Media A performance Brand 1

Produced for each Marketing media

H1 overall revenue and profit performance



Key performance metric



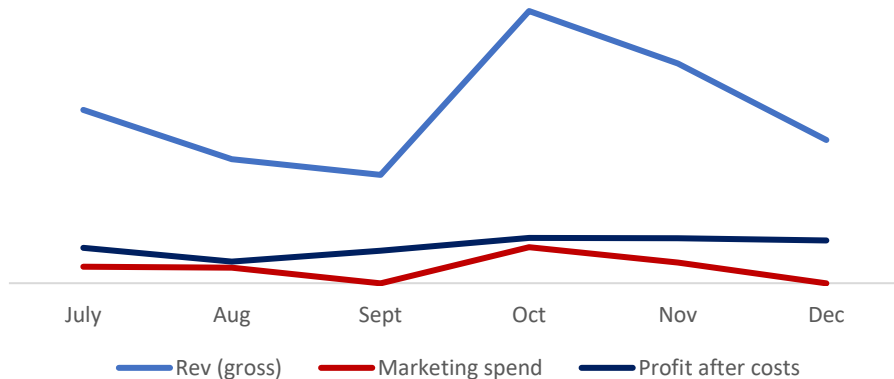
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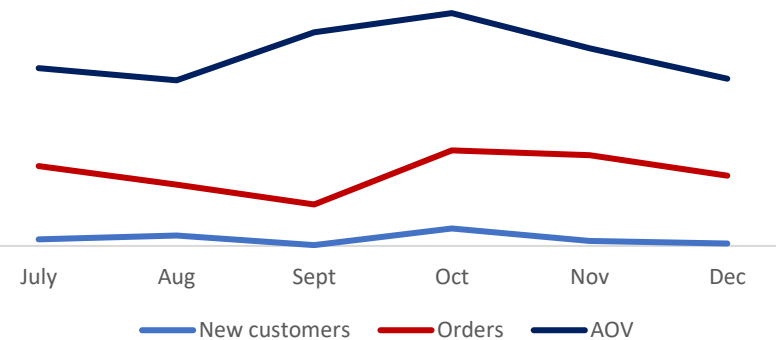
Marketing Media A H1 metrics

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Marketing Media A performance Brand 1



Marketing Media A performance Brand 1



Customer cohort analysis to improve targeting, effectiveness and performance

Objectives

Determine the total cohort value

Establish how many repurchase and by how many times

Look at repurchase behavior – do they remain with the original products?

Product type purchase propensity

Establish learnings and ideas for future strategy and marketing triggers

Oct 2020 recruitment campaign A - customer last purchase activity

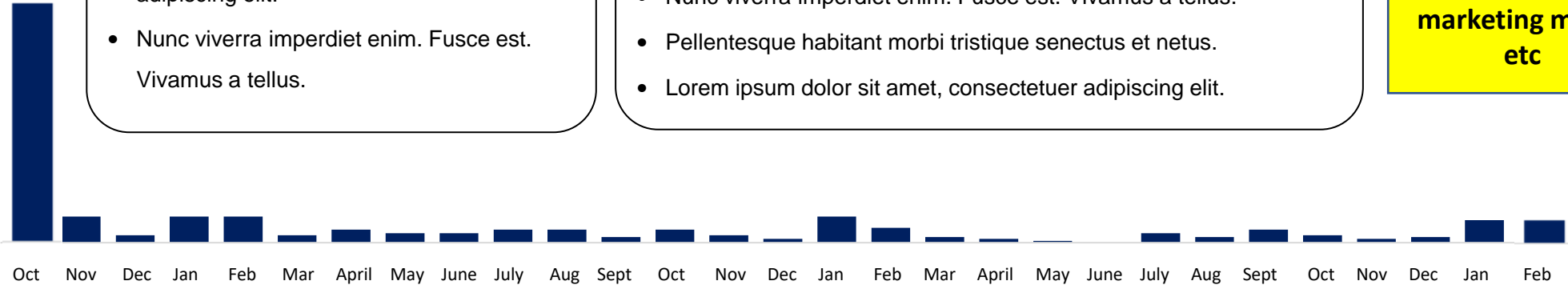
Commentary & key insights

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Comparison against other channels & improvement feedback

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Can complete by sales channel, marketing media etc



2020

2021

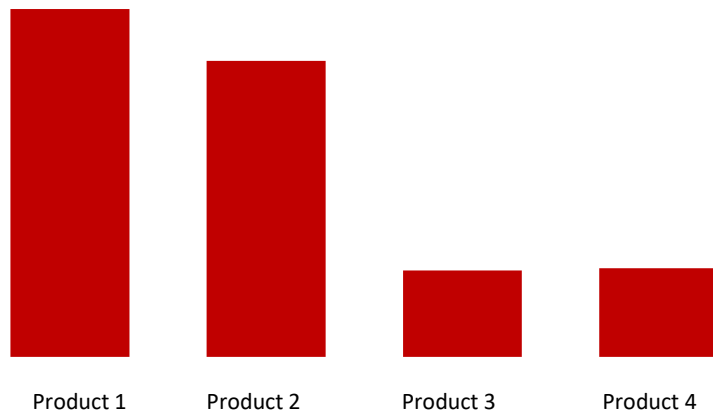
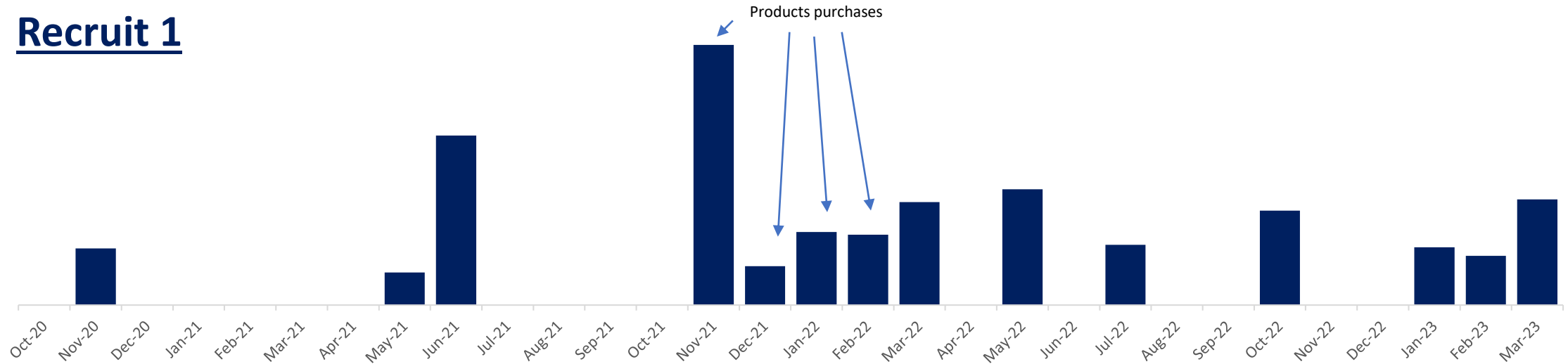
2022

2023

Metric	2020	2021	2022	2023
Metric 1 measure	x%	x%	x%	x%
Cohort spend in year	£x	£x	£x	£x
Lifetime spend of customer according to last purchase date	£x	£x	£x	£x
Metric 2 measure	x%	x%	x%	x%
Average customer value over life time	£x	£x	£x	£x

Purchase behaviour from your individual top spending recruits

Recruit 1



Commentary & insights

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How can we improve marketing performance and recommended new test and learn activity

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Marketing programmes specifically for Marketing Media A recruits in order to retain more newly acquired customers and encourage more frequent ordering and higher AOV

Data/behaviour/rule led marketing migration programme for cohorts recruited



Strategy and campaigns

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Strategy and campaigns

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Strategy and campaigns

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Strategy and campaigns

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