



ELLIOTTS



CASE STUDY



CLIENT



Elliotts is a second-generation family owned clothing manufacturing business based in Brisbane. Over the past 54 years they have built a reputation for innovation, quality and reliability with their industry peers. Elliotts Personal Protective Clothing

(PPC) and Personal Protective Equipment (PPE) are created specifically for workers in the metal, petrochemical, mining, emergency services and construction industries where hazards exist. Bearing the tagline "Quality Safety Gear," it is

Elliotts' ongoing commitment to manufacturing products to meet the requirements of Australian or International Standards and to have these products certified by an independent third party that sets them apart from their competition.

OVERVIEW

STRATEGY



Elliotts first approached Outsource2Us in 2014. They had been working with their business advisors PWC and were looking for a marketing company who was able to understand business strategy, and work with them to develop the marketing strategy to take them to the next level.

We conducted a research project across all target segments. Then developed an integrated marketing strategy including PR, digital and social media.

Since 2015 we have been providing a fully outsourced marketing team reporting to the Managing Director, to implement and constantly refine that strategy.

OUR PROCESS



Each year we develop an extensive tactical marketing plan, which sets-out the goals, KPI and deliverables for the year. This is then implemented each week by our Marketing Manager, who works on-site. Our ongoing process covers six key areas:

1 Onsite Support

An Outsource2Us marketing manager works onsite one day a week at the Elliotts Head Office. Working onsite alongside the Elliotts' team provides many different benefits:

1. Due to the technical nature of the business, being on-site allows our marketing manager to be trained by industry professionals as opposed to communicating virtually
2. We become part of the team and really understand the business
3. Easy relay of important, industry specific information, enabling us to confidently write specific, tailored content
4. Efficiency, allowing us to cut out the 'middleman', eliminate multiple email chains and minimise phone calls.



OUR PROCESS CONT.



2 Strategy and Planning

In addition to our yearly marketing plans, we also create campaign specific marketing and launch plans. For example; a 6month plan outlining the release of a 'new look' line of welding apparel, including the

strategic task of creating the taglines 'same quality, same performance, new look' and 'to weld and protect'. The tactical marketing plan included planning upcoming social media posts, uploading and updating new website content, and writing blogs and media releases pertaining to the launch.

As well as strategic planning, Outsource2Us works alongside

Elliotts' managing director, meeting on a fortnightly basis to discuss new ideas, their plausibility and how to incorporate them into the overall strategy. It is important to be flexible and conscious of the latest techniques in digital marketing and to accommodate any of Elliott's client needs, navigating unprecedented circumstances and occurrences as they happen.

3 Creative Solutions

Outsource2Us' experienced graphic designer assists Elliotts own graphic designer with higher-level creative thinking and guidance. We've created templates for Elliotts product brochures, as well as various mailouts and even promotional collateral. Additionally, to help Elliotts celebrate their 50th year in business, we created a complete Capability Statement.





OUR PROCESS CONT.

4 Social Media

Outsource2Us have been working with Elliotts, building their social media presence for over five years. Over the years we have implemented various strategies, however the most notable have been our Facebook competitions. We have run monthly

competitions, sometimes for up to six months, to promote Elliotts apparel on their Facebook page. One of these competitions resulted in a 50% increase in followers over four weeks.

created and promoted in a consistent manor – showcasing the key selling points. In addition to this, we cultivate a sense of community on the social media, using Elliotts various social media platforms as a means to make announcements, and update customers and distributors on what is happening, and encouraging them to follow the company and stay up to date on the latest product releases.

5 Content Creation

Due to Outsource2Us' learned expertise on the safety wear industry, most specifically regarding product knowledge and industry specific language, we have been able to write

content that is both beneficial and educational to workers in the industry and their distributors.

content for print advertisements in industry-specific journals and newsletters.

The content ranges from product specific blogs, that highlight some of the key selling features, to blogs that compare the various ranges to ensure that customers make the right choice. In addition to this, we produce tailored

We also complete weekly Search Engine Optimisation (SEO) on the Elliotts website, which allows Elliotts to shows its 900+ products on Google in a more prominent position.

6 Website Management

The on-site marketing manager has been trained on how to use the Elliotts custom coded website. We are responsible for uploading

new products to the Elliotts website - creating the written content, uploading images and creating the Product Data Sheets.

RESULTS SINCE JULY 2015

 **655** 
New followers on Facebook

 **3,401** 
Avg. website sessions/month

 **730** 
New followers on LinkedIn

 **15,994** 
Avg. pages viewed/session
New followers on LinkedIn