



Category: Outstanding Small Public Relations Consultancy

Company: Balls2 Marketing

Number of employees - including executive / support staff - and annual fee income:

The Balls2 Marketing team – lucky 13

- Andy and Sarah - Directors since 2010
- Lauren - Senior Account manager since 2014
- Simon - Account Manager 2018
- Alita, Tania and Lucy - Account Executives 2017/ 2018 /2017
- Callum - Digital 2016
- Eva - Social Media Executive 2018
- Nikki - Graphic Designer 2018
- Wendy - part-time Journalist 2018
- Katie - part-time Student 2018
- Carol - part-time Accountant 2019.

Business objectives and analysis of performance against budget over the past three years:

Business objectives over the last three years – to create a scalable & profitable business focusing on construction and renewable sectors. After losing a large client due to a change of management in 2017, we focused on consolidating the business, putting the team in place and then growing the business with more clients on lower fee levels.

A brief overview of business / team strategy:

Collaboration is the key to success at Balls2 Marketing. We have teams that work on accounts with an account director, manager, executive on all accounts, and bring in specialism of digital and social media where applicable. Strategy comes from the team.

We train everyone to think strategically so there's an understanding of cause and effect on every account.

Monday: Team briefing for all clients – so when customers call, we can all help out!

Every day: A short stand up meeting called a scrum to discuss the daily workload – so if anyone needs help, they can ask or offer help to someone with lots of deadlines.

Added benefits:

- We asked the team if they would like to add an extra half hour onto our working days from Monday to Thursday – and then leave at 3pm on Fridays. They did! It's worked really well, and everyone loves the extra time to get ready for the weekend.
- Friday really is the best day. We used to run Friday Cheese club, but with a lactose intolerant and a vegan in the team, we have changed this to Friday lunch club. There's a rota, and you prepare lunch for the whole team. We sit together around the boardroom table to share the delicious food and talk to each other. It's a popular feature on our social media feed. And if people are coming for meetings, they often talk about it!
- There's a treat table where team members buy treats to share. There's always something available, so if you need a pick me up, you can get one!
- We have a real team spirit and we like to go out a few times a year. Last year with a few new people starting, we stepped this up and we have been bowling, as well as going out for meals and going to the pub.

We work from an 'old' chapel. Andy bought it in 2011 and having a permanent home for the agency has given us extra stability as a business. As we have grown, we now occupy the whole premises, with our last tenants leaving at Christmas 2018.

A summary of commitment to CPD and professionalism:

There are 5 CIPR members. Balls2 Marketing pays the membership fee on condition that they complete the CPD program:

- Sarah Ball MCIPR Accredited Practitioner – CPD since 2013 – Committee member Midlands / CAPSIG
- Lauren Doyle MCIPR – Advanced Certificate 2016 – CPD since 2014
- Simon Owen MCIPR – CPD since 2018
- Lucy Ball ACIPR – CPD since 2017
- Alita Pall ACIPR – CPD since 2017

We look at the training requirements of individual members. For example: Alita is a BCU graduate and is fast tracking to be an account manager. We use a combination of self-

guided learning and taught courses to ensure she gets the best information. It will take her 2 years from joining us to become an Account Manager.

A summary of recent outstanding achievements, including client list growth / retention:

We have increased the number of clients in the last 12 months to 39.

- We have our first client from 2010
- Largest client (by fee income) started with us in 2011
- Industry average is to keep clients 3 years – our average is 4.2 years.

PiGs puts us centre stage. We raised the profile of the agency in the glazing industry through a networking group called PiGs aka the People in Glazing Society. We run 4 events a year – Manchester, London, Glasgow and Birmingham – with up to 250 attending the events. It's a pint and a chat for editors and the industry and a place where business gets done. These are sponsored well and up to 40 supporters give £100 per event. All the money is used to provide food and drink. In return sponsors get a mention on social media, in the regular email sent to 1,500 individuals. PiGs has brought us much closer to the editors and helped to position Balls2 Marketing as a leading agency in the industry.

A summary of a campaign you are particularly proud of, including details of the brief, objectives, strategy, tactics, outputs, outcomes and budget:

Launched Certass Trade Association.

Briefed to set up new Trade Association to be the voice of companies installing windows, doors, conservatories, small extensions and building work. Market changes meant the dominant trade association was limited in their remit to just windows and doors.

Objectives:

- Grow membership to 2,000
- Create strong brand image
- Develop advocates network
- Challenge glazing industry thinking
- Promote TA pledge.

PR Strategy:

Leverage editor relationships to create & build interest, alongside additional tactics including:

- Installer survey
- Advertising campaign

- Email marketing
- Launch new website
- Social media campaign
- Promote installers to consumers via digital support.

Outputs & Outcomes:

- 3,027 CTA members
- CTA viewed by industry as strong challenger to existing associations
- 21,022 people reached through monthly columns from chair
- 85,615 Twitter impressions
- 782 Twitter engagements
- 59 pieces of press coverage in relevant trade magazines
- 3 regular columns in major industry publications
- Chair of CTA successfully hosts Seminar Theatre at main industry show in 2019
- 3,029 members signed up in 2018
- CTA launch cost in 2018 - £27,000.

Budget:

Total cost came in at £32,954.00 - £17,406 under budget.