

CASE STUDY LIQUILINE



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CLIENT

Liquiline are a specialist logistics company transporting mainly bulk liquids throughout Europe. One of their specialist areas is the transportation and supply of bulk water for festivals, events, construction, cleaning and other commercial and domestic uses. In recent years the company has focused very much on growing its bulk water supply sector of the business, and can now boast as being one of the major UK suppliers in this sector.

MARKETING & SALES PLAN

Our introduction to Liquiline came through a long-term relationship with Richard Connor who had taken up the position to focus on bulk water supply in a growing market sector. Through a very aggressive and diligent sales and marketing process, the plans that were put in place to grow the business have certainly come to fruition. The growth has seen the company quadruple sales in this sector, turning bulk water supply into a £multi-million operation for the company. Liquiline are set to continue grow over the coming years, and firmly establish themselves as a market leader.

BUILD ON THE PLAN

Our role was to help Richard implement this plan from a marketing point of view. We introduced a digital and social marketing strategy alongside new highly optimised and effective range of targeted websites that would help the company dominate search.

Producing an array of traditional marketing collateral, and the aggressive, proactive digital marketing approach, which supports the incumbent sales and service strengths of the business has certainly been a winning formula, and Liquiline will continue to build on their reputation as one of the UK's leading specialists in the field of bulk water supply.

Elan have produced a lot of marketing collateral for Liquiline, which has helped us to experience superb growth. The new website is one of the most recent acquisitions and proving to be hugely successful in raising our profile.