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## Collins Sarri Statham Investments

Collins Sarri Statham (CSS) was born out of the frustration of its founders, who had had enough of the lack of personalised service and client focus in the stockbroking industry. Founded in the heart of the recession in 2008 by Luca Sarri, Wayne Collins and Brian Statham, CSS are trusted family advisors. They help their clients invest wisely through an individually tailored and personalised approach. The business has expanded steadily through word of mouth recommendations, and is now based in a family friendly office in Muswell Hill.



Luca explained their issues to Bev, which centred around needing an effective marketing strategy and action plan to improve their ability to generate new clients, whilst not having much capacity or resource to make the time to think about how best to do this and or create an effective strategy for growth. A familiar issue for many growing businesses! CSS have a multi-award winning market newsletter produced internally twice daily, but were not leveraging the value of their subscriber list and other assets to their full advantage.

It was agreed that the first consultancy activity would be to deliver a detailed competitor review so that we could understand strengths and weaknesses as a prospect would perceive them.

The results of this body of work then fed into a comprehensive rewrite of the content, structure and messaging of the corporate website for their web developer. This will make it easier to navigate, allow for better prospect data gathering and enhancing all opportunities to demonstrate CSS' advantages and key messages.

Bearing in mind the lack of internal marketing capacity, the final piece of work centred on creating an easily actionable plan for the immediate future. This included how to maximise and monetise the value of their newsletter subscription list, improving and extending the content that resonates most with readers, incentivised surveys of both clients and subscribers to inform future marketing, events and seminars, and utilising their shop window as prime adspace in the community.

Luca comments: " *The YTKO team have been exceptional in their support of our marketing efforts. Their expertise, responsiveness, and knowledge have significantly enhanced our outreach and engagement. In her first report, Bev did more in terms of creating a practical action plan to drive customer acquisition than our marketing team did in two years. I highly recommend them!*

*Following Bev's invaluable input, we are preparing the team to implement a range of key enhancements. A new series of posters will be displayed in our shop front, the website is undergoing a complete overhaul, and we're upgrading our newsletter to better engage our audience. We're also in the process of recruiting an admin assistant to allow the directors to focus more on strategic marketing efforts, and we're bringing in a marketing consultant to drive our online and social media presence."*