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Skyline Chess

Skyline Chess design and manufacture unique chess sets inspired by iconic city skylines around the world. The company was founded in 2013 by two London architectural designers and avid chess players, Chris Prosser and Ian Flood. They bring over 35 years collective international experience, impeccable design and an unequivocal commitment to high quality craftsmanship to all components of Skyline's product range.

Having started the business from home, they gradually built up a range of city skylines, increasing their range of materials including bronze, acrylic and stainless steel, added personalised boards, and built a global client base, largely through trade show activities, organic web search and word of mouth.



One of the first businesses to successfully apply to the Haringey Business Growth Programme, Ian explained their challenges to programme lead, Bev Hurley, which centred around sales and marketing. Having grown the business to this stage, Ian was looking for strategic consultancy to take them to the next level, and particularly to increase their penetration in the corporate market and High Net Worth individuals.

To get the best foundations in place, we first reviewed their corporate collateral, website and analytics, making comprehensive enhancements to the messaging, navigation, keywords, and content structuring to enhance SEO. We recommended that Skyline invested in a CRM system to underpin their future new marketing activities and extract value from their customer list, and provided decision making support on which system would be best to integrate with Shopify, Xero and social media.

This was followed by detailed consultancy, strategy and practical steps on how to develop the corporate and bespoke market, including campaigns, list providers, audience segmentation, events, ads and influencers, and maximise their reach through emarketing and great content.

Ian and Chris have been delighted with how participation on the programme has really helped them move forward. Chris comments *"Bev and the team at YTKO have shown an excellent understanding of our company and strategic goals, and have helped us develop clear and actionable steps into accelerating its growth across a range of different areas. We've been thrilled to work alongside them on the program and excited to see where it takes our business"*.



With new markets planned, a new member of staff recruited, and the underpinning technology investment made, the business is set to grow rapidly - the sky's (line) is the limit! As always, the proof is in the pudding, and they've already secured five new contracts since enrolling on the programme.