

## **Business Innovation Programme Sample Project –2**

A case study follows:

### **Holbury Hardware Stores**

Holbury Hardware engaged the programme for a project to explore ways of using social media and direct email to support their current marketing strategy with the aim of increasing customer numbers. The scope of the project also included further development of the website for online trading.

Holbury Hardware is a third generation family business established in The Waterside area near Fawley, over 50 years ago. A busy traditional hardware shop selling a wide range of products for the home and garden. The business has shown steady growth and now has three working directors and ten staff.

The culmination of the team's eight week project came in the form of the market test campaign / a two week trial period using the businesses Facebook Fan Page and direct mailing (through MailChimp) to promote a selection of seasonal products.

The first step was to identify a 'brand vision' that could act as a slogan across channels, to strengthen the client's continuity across their website, Facebook page and email communications. The client came up with "Holbury Hardware Stores – where customers come first"

The Student Team offered:

- Strategic advice and creative input for a series of highly focused Facebook posts, alongside initial direct emails over a test period with the aim of boosting sales via the use of discount codes, which could be used in store.
- The preparation involved an introduction to necessary software (Facebook Analytics.MailChimp).

The client found the report extremely helpful and their instincts are very much in tune with the team's recommendations. It provides the client with a platform from which they can develop their strategy going forward.

### **Quote from Student on The Holbury Hardware Project.**

"We have had eight brilliant weeks working on The Holbury Hardware project and have found it has been a rewarding and interesting experience."