



How Mark3D UK used Keskidee Marketing's outsourced marketing services to get their lead generation activities off to a flying start!



ABOUT MARK3D UK

Mark3D UK are an award winning Markforged Reseller of high-end 3D printers. They focus exclusively on Markforged 3D printers and supply, install and support the full range across the UK as well as their print materials, software and accessories. Mark3D UK are industry experts, boasting a wealth of CAD and engineering design skills in-house.

OVERVIEW

Raising awareness and generating leads for a start-up is always challenging and very time-consuming. Even when you have a great idea for a product or service offering, it can be overwhelming to know where to begin and how to implement a strategy... even if you have one.

Mark3D UK were facing this exact situation; the business was newly up and running but they simply didn't have the dedicated resource to drive their marketing activities forwards to achieve their goals.

They decided to outsource their marketing to Keskidee Marketing who through a combination of strategic campaigns, training and ongoing initiatives, kick-started Mark3D UK's marketing activities and enabled them to achieve treble digit growth.

Getting the right procedures and material in place from the start is critical for establishing authority within the market and ensuring your marketing campaigns are consistent in the long-term.

WHAT IAN SAYS ABOUT KESKIDEE



Ian Weston,
Managing Director,
Mark3D UK

“As a solus reseller of MarkForged within the UK there is unlimited potential for us and I knew that this would remain untapped unless we had external marketing support. I have a long-standing relationship with Bridget and I knew she was the person I wanted and trusted to do the job. She is highly perceptive and so can grasp any businesses individual needs very quickly. We needed someone to come in, hit the ground running and take ownership of our marketing to get us off the ground, but also to put the structure, templates and procedures in place so we could take over the reins.”

“We wanted to host a UK event and with Bridget’s help we were able to do this a month earlier than planned! All attendees and leads were highly qualified and the event brought in so much business we can’t wait for the next. Bridget designed the whole campaign from start to finish, walking us through it step by step so we could replicate it next time. Bridget has proven results and I knew she would get our marketing right first time, particularly with her extensive knowledge of the engineering industry. She is so open and honest which fills you with confidence but she’s also not afraid to challenge your thinking, bringing a fresh perspective to the team. I would highly recommend Bridget and Keskidee Marketing to anyone thinking about outsourcing their marketing – you can get on with your job whilst they do a brilliant one!”

APPROACH

Start as you mean to go on:

Creating templates, branding guidelines and a website may seem tedious but getting them right first time can save a lot of hassle and cost in the long run. We worked closely with Mark3D UK to design and deliver these key elements and ensure that they stand the test of time.

Providing a tried and tested formula:

We take pride in sharing our knowledge and expertise with our clients so they can reproduce a successful campaign themselves. We ensured the marketing campaign for the UK event would form a template for future events so Mark3D UK have the confidence to replicate the success and reap the rewards.

Comprehensive training for staff to takeover:

Mark3D UK always wanted to bring the marketing in-house after the initial uplift, so we designed and delivered training programmes to ensure everyone understood the strategy, objectives and procedures to create and implement marketing campaigns themselves.

Flexibility to meet business needs:

Our client’s needs are our top priority and we are very happy to work flexibly to meet these. We were there every step of the way and heavily involved in Mark3D UK’s hugely successful first event but since then we have worked with them on an adhoc basis whenever they need additional support, training and strategic guidance.

RESULTS



**Treble digit
growth**



**10% of UK
event attendees
resulted in a
purchase**



**100% peace of
mind**

CONCLUSION

Outsourcing your marketing to a trusted professional can be a great way to develop a comprehensive marketing strategy and get your activities underway quicker, so you can start generating leads and focus on the day-to-day running of your business.

Getting the right procedures and material in place from the start is critical for establishing authority within the market and ensuring your marketing campaigns are consistent in the long-term.

We worked with Mark3D UK to remove the pressure that can be felt when undertaking initial marketing projects which resulted in hugely successful first event and additional lead generation campaigns. With these experiences and our training sessions under their belts they have the tools, material and know-how in place to take their business to the next level.

NEED HELP WITH MAKING YOUR MARKETING MORE EFFECTIVE?

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