

# 10. BEST USE OF DIRECT MARKETING



## Elite Systems GB Healthcare market campaign

In summer 2019, bespoke modular construction specialist Elite Systems redefined the company's sales and marketing objectives to focus on a key target sector: healthcare.

With a modest budget and lofty ambitions, the company and its marketing agency, Harris Creative, set out to connect directly with its target audience of healthcare decision-makers with a view to securing modular healthcare projects worth millions.

The success of this approach is testament to Elite's personal and personable approach to securing projects; shunning a hard sell in favour of informative messaging and an informal style. Harris Creative captured this essence in its 12-month direct marketing campaign which utilised digital and print assets to great effect.

This low-cost campaign people prefer to do business with people: repaying the initial investment more than 170 times over.

Elite Systems' business development manager, Steve Docking, said: **"We were aware that our targets for the healthcare campaign were ambitious, but the size of the opportunity warranted us setting our partner agencies, chiefly Harris Creative, a significant challenge. To have secured projects of this value with a relatively small budget is impressive and we're looking forward to seeing what Harris and Elite can do together in the future."**