

School ID: Learning Lessons

School ID

School ID sells school uniforms, in bulk, to schools and parent teacher associations (PTAs). Les Taylor their Managing Director explains: “Our uniforms are personalised to match school crests, logos and colours.

They’re comfortable, look good and will survive punishment in the school playground because of their high quality. “

Our uniforms are typically sold by the PTAs to parents. Schools and parents like our approach because our prices are lower than competitors. Times are tough, and many parents need to watch every penny.”

Technical Problems

School ID contacted Paramarq initially because they’d been recommended via their IT support company.

Les said “The previous Google AdWords campaign was delivering poor results and Paramarq delivered a near instantaneous increase in sales enquiries once the new campaign went live.

But over the years the relationship has evolved. Paramarq advised on the development of an improved website.

When the website hosting became unstable Paramarq took it over.

When the developer wanted to charge us a small fortune for an “upgrade” that should have been part of the system, Paramarq again stepped in.

We’ve been working with them for over five years and found them to be responsive to our needs. They often sort out problems created by others.”

Marketing Problems

But the performance of Paramarq’s AdWord campaign started to slip due to increasing competition. Paul, School ID’s Marketing Manager explained “Paramarq gave us ideas as to how to improve matters but we were sceptical as they were counter to received wisdom.

The were much less interested in how a site looked – than how it worked.



Les Taylor School-ID MD

They focussed on making the visitor journey easier and removed unnecessary functionality and to simplify everything.

It was a very different approach to that we were used to - but we knew we had to improve matters. After much discussion, hand-wringing and soul searching we decided to go for it.

Results

Les continued "Paramarq's website changes were implemented in our quiet season. We simply couldn't afford any teething problems in our peak season – and it has to be said we were pretty sceptical.

But there was a huge increase in the number of sales leads coming in – well over 100% - without spending a penny extra on marketing.

At first we thought it was just co-incidence – but the leads kept coming in month after month.

And they kept coming in for products we'd try to market with little previous success.

So the overall affect has been very positive – and to think we we'd considered stopping the campaign!"

Next Step

"We're now talking to Paramarq about their latest ideas to further improve the campaign. We've gone back to school. We're learning and paying attention."



Paul – Marketing Manager

Paramarq's services provided:

Hosting / Marketing analysis / Customer Needs Analysis / Customer Journey / Benefits Analysis / Customer Need Analysis / Usability Analysis / Website Development / Project management / Google AdWords

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