





INBOUND MARKETING SUCCESS





INBOUND MARKETING SUCCESS WITH TOMORROW PEOPLE

LISTENING	CREATING	ENGAGING	TRANSFORMING	GROWING
				
Westfield Centre	QlikView	WMGI	NSSS	Badges Plus
 <p>We listened to what would engage the target market of the London Westfield Centre and created a bespoke website, content management and interactive presentation system.</p> <p><i>"The system, developed by Tomorrow People, allows us to create bespoke presentations which feature interactive video, specifically targeted to each client."</i></p> <p>Bill Giouroukos, Director of Operations, Westfield</p>	 <p>We created specific marketing assets for email campaigns which took QlikView from having no value propositions or content in a market overcrowded with email campaigns, giving it a 5% increase in website conversions.</p> <p><i>"Tomorrow People became 'tuned in' to our requirement immediately. They presented innovative and creative suggestions."</i></p> <p>Rob McNeill, Marketing Communications Manager at QlikTech</p>	 <p>We helped WMGI engage with their target audience of graduates and convert them into internship applicants with full Facebook engagement increasing by 1,931% and active search engine optimisation increasing traffic to their site by 117% after just 14 days.</p>	 <p>We helped NSSS transform their website visitors into leads and speak more compellingly with their global customer base, giving their site an increase in visits of 298% on the launch day alone, with a 194% increase in website visits in just one year.</p> <p><i>"Tomorrow People have created a stock system which is perfectly designed for our future business development."</i></p> <p>Melvin White, Marketing Director at Non Standard Socket Screws</p>	 <p>We grew sales at Badges Plus by 15% with a Search Engine Optimisation and Pay Per Click advertising campaign that helped them penetrate the global market and grow their international sales.</p> <p><i>"The expert help we're getting from Tomorrow People has already seen us benefit from an increase in sales of 15%"</i></p> <p>Robert James, Associated Director, Badges Plus</p>



■ IMAGE CREDITS

Tomorrow People would like to thank Official U.S. Navy Imagery and Flickr CC for photo usage.

Front cover image: Official U.S. Navy Imagery Flickr 2011