



LinuxIT Europe Ltd is the leading Linux systems integrator and solutions provider in the UK. Founded in 1997, the company had soon outgrown infancy, by 2004 was ready to firm up its positioning in the market place and by 2005 beginning expansion into Europe



case study

By 2004, LinuxIT Europe realised that it couldn't manage its marketing alone, but wasn't large enough to justify the expense of full time marketing staff. The company needed someone who had an overall knowledge of marketing for the IT industry, and who could deliver both strategic consultancy and also carry out any marketing activities through to completion.

LinuxIT Europe CEO, Peter Dawes-Huish, says: "After a few initial meetings with marketing agencies and consultants, we decided to work with mond on a retainer basis. We were impressed by our consultant Ev's professionalism, her experience in the IT sector and her extensive portfolio."

mond started with an in-depth analysis of LinuxIT Europe's position in the market, both compared to the competition, but also with regard to its partnerships and relationships with customers, its goals and capabilities. After that, mond developed both an overall strategic marketing plan, and a detailed tactical plan that would see the company strengthen its position in the market, and support it on its way to fulfil the set goals.

Once the plans were finalised and agreed with LinuxIT Europe's management, mond began implementation. First, the company underwent a complete re-branding process. The old brand visuals were outdated, inconsistent and had little recognition in the market place.

Working as a team with LinuxIT Europe's management, mond developed a new identity for the company. The new branding, introduced formally to staff, customers, partners and the press, conveys what LinuxIT Europe represents and is used consistently across all media and all departments.

LinuxIT Europe's web site was completely re-designed to reflect the new branding. Working with one of mond's preferred business associates to bring the best expertise to LinuxIT Europe, functionality was added to allow for interactivity and data capture, and the site was marketed in order to increase Search Engine ranking.

Peter Dawes-Huish added: "mond has been like a breath of fresh air for us. Because Ev looked at the business with outsider's eyes, we were able to clearly pinpoint a number of issues that needed addressing. The combination of new corporate identity and redeveloped web site has done wonders for our brand awareness. Traffic to the site doubled in the first three months since launch, and a survey has shown increased market awareness. The press, for example, now comes to us for our opinions on issues relating to open source technology."

When the re-branding process was finished and the web site launched, mond introduced e-mail marketing to the business, both to run cost-effective campaigns and to keep customers informed of any news at LinuxIT Europe through a bi-monthly e-newsletter. mond now delivers regular support in the form of PR, event planning and execution, joint marketing campaigns with the company's partners, regular production and updates of the company's marketing collateral and web site maintenance.

"Using mond gives us a successful and cost-effective marketing resource." continues Dawes-Huish. "Ev works as an extension of the management team, adding invaluable experience and expertise exactly where we need it. LinuxIT Europe is now a recognised name in the industry, and, at a time when giants such as IBM and HP have to cut their workforce, LinuxIT Europe is thriving. In our first year of working with mond, we expanded into Europe, doubled our revenue and almost doubled the number of staff without having the overhead of an entire marketing team."



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