



Capital Markets Day

25 January 2023



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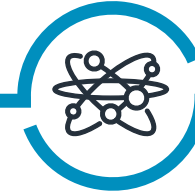
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Realising Market Opportunity

Robin Auld
Group Marketing
Director





Franchise Brands Marketing Approach

Marketing is a science not an art.

Evidence-based actionable insights

Data feedback & analysis

A one KPI business:
drive new customer enquiries

Cautious and respectful
of franchisee monies

Partnership with franchisees

Measure and track everything possible

Franchise Brands Marketing Department

Total annual spend (2022)

£1.9m



92%
customer
marketing

8%
franchisee
recruitment

Franchisee funded

82%

Media

70%

Marketing personnel in B2B

4

Marketing personnel in B2C

3

Outsource:

Freelancers &
small agencies

**Franchisee
recruitment:**

Lead generation c.5k
enquiries pa



METRO ROD
DRAIN CARE AND REPAIR

METRO PLUMB
THE NATION'S LOCAL PLUMBER

WILLOW PUMPS
PUMP INSTALLATION & SERVICING

filta

Azura
Franchise Technologies

ChipsAway
LIKE IT NEVER HAPPENED

oven clean
LESS GRIME. MORE TIME

Barking Mad
Happy Dog. Happy Holiday.
Happy You.

New customer acquisitions: **EDUCATE +**

**E**

Evaluate

D

Drill down

U

Understand gaps & opportunities

C

Conceptualise the brand role

A

Agencies & freelancers

T

Test marketing

E

Evaluate

+

Accelerate the activity. Introduction of a National Marketing Fund.



Case study



EVALUATION / INSIGHTS

‘Vanity’ marketing

Brand unknown
and unloved

Customers want
speed, quality & value

**No new customer
acquisition**



OPPORTUNITY

**Increase standout
& engagement**

**Drive new customer
enquiries**





Case study

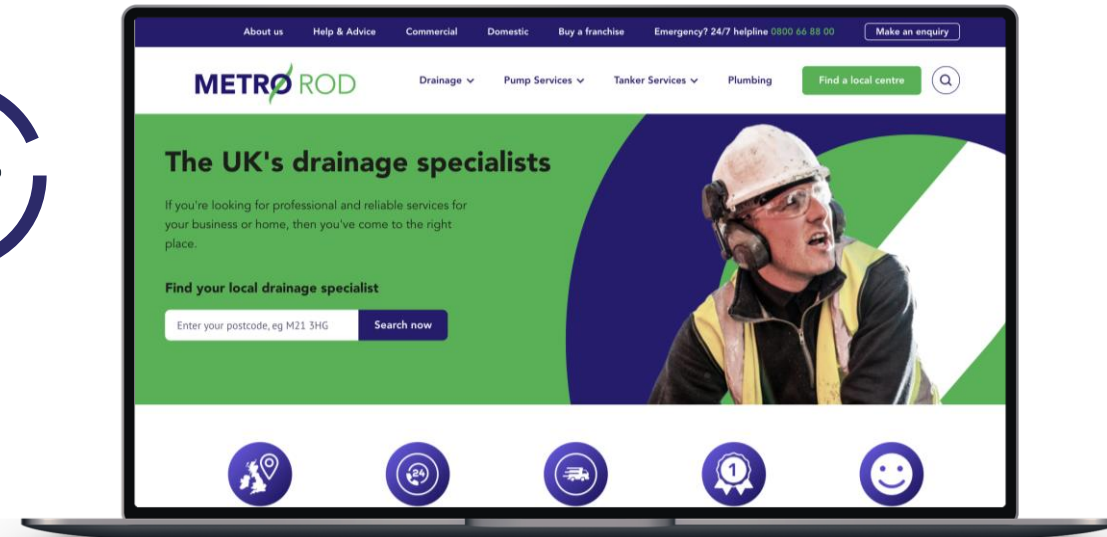
A NEW NATIONAL BRAND IDENTITY

From this...



...to kermit green

Engineers front
& centre



Most people would run away,
we're not most people.

Meet Paul.

Paul crawled underneath patients' beds in an infectious ward to clear a blocked stack.

Without this, the ventilators would have stopped, leaving patients without life-saving equipment.

**Complete water in,
waste out solutions.**

Find out more:
www.metrorod.co.uk

METRO ROD

Most people would run away,
we're not most people.

Meet Tom.

Tom attended a blind customer's house where he found the customer's dog had passed away. The customer was completely unaware.

Tom worked tirelessly to complete the job and then respectfully informed the customer, and provided comfort until his carer arrived.

**Complete water in,
waste out solutions.**

Find out more:
www.metrorod.co.uk

METRO ROD



Digital Micro Targeting

EXAMPLE CARE HOMES

01 ESHOTS

Sub sectors

- Nursing Homes
- Residential Care Establishments
- Rest and Retirement Homes

Job roles

- Home Manager
- Managing Director
- Area Manager
- Estates Manager
- Facilities Manager
- Operations Manager
- Regional Manager
- Property Manager
- Site Manager

02 LINKEDIN

Targeted **60+ job titles** with key customer targets

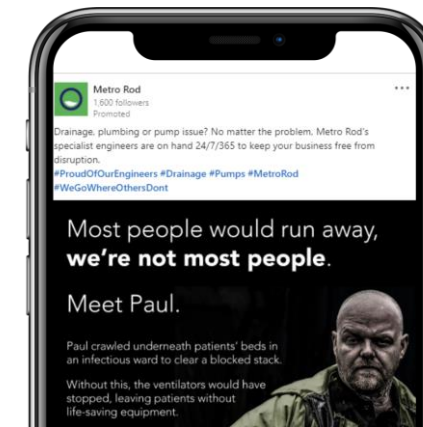
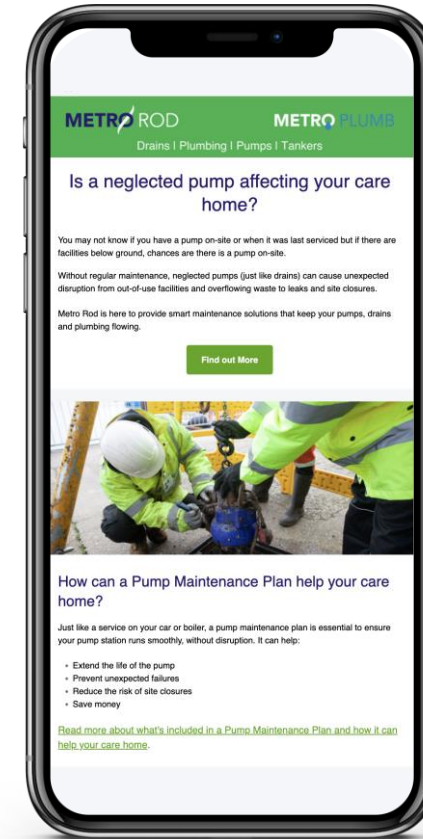
03 ACCELERATE

Introduction of **National Advertising Fund**

Franchisee contribution of **1%** of prior years t/o

£500k injection

Important to **demonstrate results** very quickly



Open rate

45%

Click-through rate

33%

Click-to-open rate

74%



EVALUATION OF CURRENT MARKETING

Disconnect between **Sales & Marketing**

Little analysis of results

Website is **cluttered**

NEXT STEPS

New **digital agency** & freelance **support**

Upgrade of internal **Marketing resource**

Development of **new website** & **marketing collateral**

Localised **targeting & testing**



Future Cross Selling Opportunities

KEY



Metro Rod



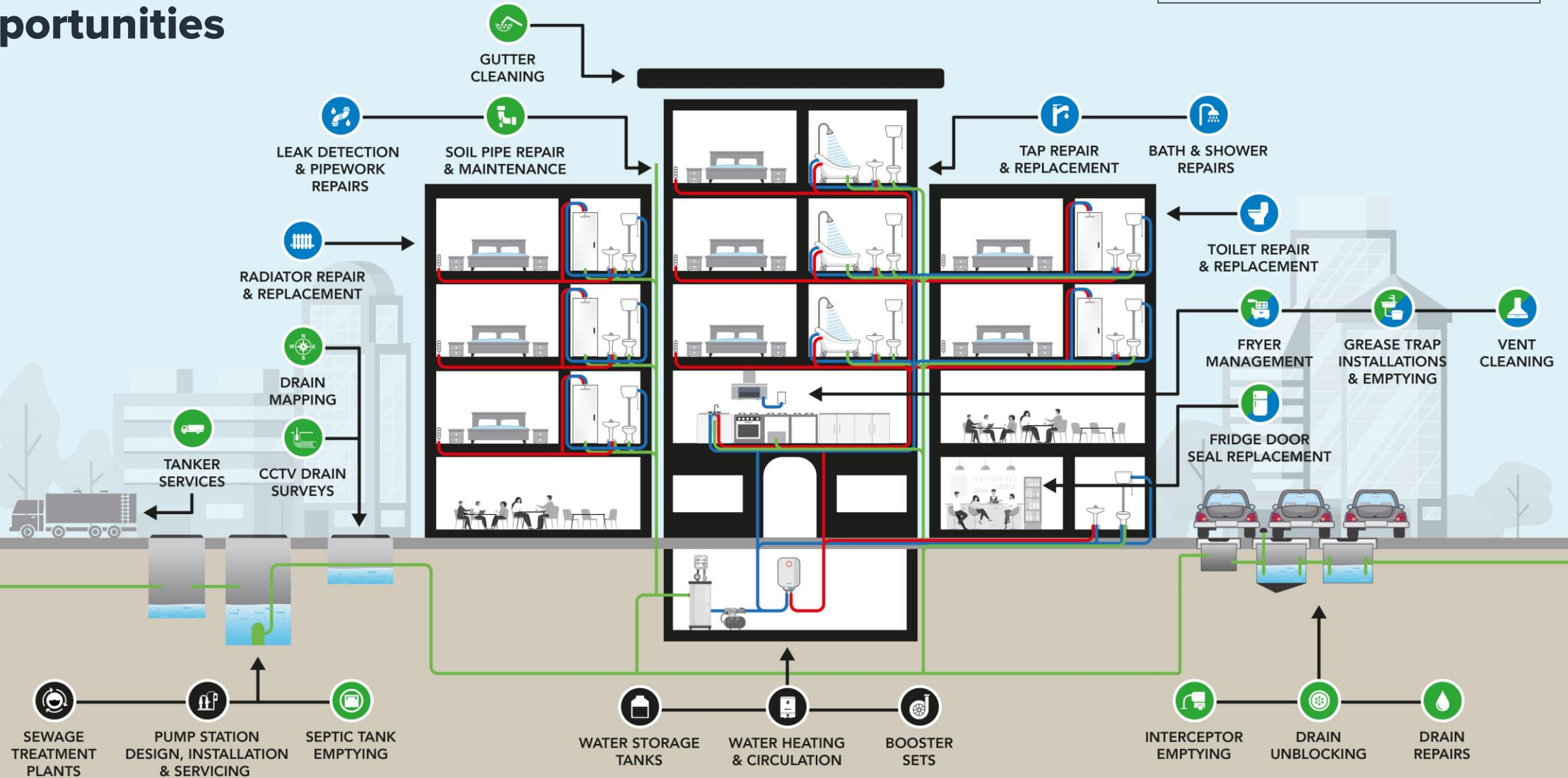
Willow Pumps



Metro Plumb



Filta



Summary



- 01** Analytical, evidence-based marketing approach focusing on efficiently delivering new customers.
- 02** Media agnostic – effective delivery of leads.
- 03** Closely aligning marketing with the core business objectives.
- 04** Working in partnership with, and supported by, our franchisees.
- 05** Investing franchisee monies as efficiently and effectively as possible, eliminating guesswork.
- 06** Accelerating sustainable, long term brand growth.

Q&A

