



HOMAG UK is a wholly owned subsidiary of the German parent company, the HOMAG Group AG, world leaders in the design and manufacture of woodworking machinery and software.

“The great thing about working with Leapfrog is their positive attitude. They are always looking for ways to improve our marketing and because we are so busy with our day job it is reassuring to know that our partner is continually pushing the envelope. They are a thoroughly professional company with a ‘will do’ approach which makes dealing with them a pleasure.”

Simon Brooks

Sales and Marketing Director, HOMAG UK

What did the client want?

As a subsidiary of the global market leader, the HOMAG Group, the UK company was not getting the exposure the brand commanded. In 2009, its relationship with the incumbent agency had become stagnant and they wanted to take their marketing to the next level to incorporate the latest digital marketing techniques. With its strategic marketing approach and vast experience in B2B campaigns, Leapfrog was the ideal partner for HOMAG UK.

What did Leapfrog do?

The first step was to carry out a Strategic Planning Meeting to quickly gain an understanding of the client's business and the markets in which it operated. From this Leapfrog formulated a marketing strategy that established regular communication with both existing and potential customers. The successful campaign has developed year on year and has included:

 **Public Relations**

 **Email Marketing**

 **Newsletters**

 **Advertising**

 **Event Marketing**

 **Marketing Literature**

 **Graphic Design**

 **Photography**

 **Video Production**

 **Engagement Marketing**

What were the results?

“Leapfrog has totally changed our marketing, taking it to a new level of professionalism. They had no experience in our industry and yet were able to get up to speed immediately to write good, strong copy with minimal input from ourselves.

“The monthly email newsletter, HOMAG Highlights, has been a huge success. If you'd told me we'd be selling high ticket machines off the email newsletter I would have laughed at you, however, that's exactly what we have achieved.

“On the design and print side, Leapfrog has developed a strong, consistent style for our marketing collateral. Everything from case studies to our in-house magazine is clothed in the HOMAG house style and the quality of production is first class. Our German parent company has also been impressed with Leapfrog's work, adapting elements for their own market.”

Simon Brooks

Sales and Marketing Director, HOMAG UK