

REview Case Study

Rev Project Objective

Through the use of ICT and website management the Rev project will embrace opportunities and technologies in every aspect of our activity to facilitate the efficient and effective marketing of the project and maximize the quality of service to the advanced engineering and motorsport sector.

REV delivers successful marketing to the cluster using e-newsletters

The Requirement

To ensure that all sector specific companies, stakeholders and local business support companies are kept up to date with the regular performance of the Project.

To include company articles, promoting and selling offers from the cluster to the cluster.

Offer relevant information on all events both locally and nationally that would interest the local companies, including dates, times, costs, benefits and a brief overview.

Promote training courses brokered by the Skills and Recruitment Broker both internally and from support companies to the sector.

To promote success stories for the project such as Rev-Italise Days, events attended by REV and events hosted by REV.

The Solution

The Rev Project sends out regular REView e-newsletters to all local companies that have registered on the Rev website, received a grant or passed on contact details at events.

This ensures that all companies are kept up to date with the latest outcomes from the Rev Project and news that will have a benefit for their company.

The REView offered local companies the opportunity to appear in the newsletter, promoting themselves, their offers and their services. This turned out to be very positive with high feedback from companies spread across the district taking up the offer.



REView actively promoted events and news from partners and stakeholders such as Hethel Engineering Centre (HEC). This has assisted the centre and promoted the collaboration between Rev and HEC.



The Result

To ensure that the REView is offering every possible opportunity to companies a customer survey was undertaken and the results have shown that;

- 100% of recipients find the REView useful and relevant to their business,
- 78% have taken up an offer or attended events as a result of the publicity from the review and.
- An overall rating of good to excellent was received from every respondent.
- There are currently over 400 individuals on the mailing list for the offers and events promoted by the project.