



Lifting Tyre Doctor's profitability

Tyre Doctor is a trusted tyre management and solutions partner to the Australian mining industry. Their core service is repairing large mining tyres. The company was established in 1986, and is now a second generation family company.

We spoke to marketing manager Serena Doven about working with NB Strategy and how it has changed their marketing.

Stop that ad hoc marketing!

Before engaging with the N.B. Strategy programme, Tyre Doctor didn't have a clearly identified position in the market. Their marketing activities were not structured and were done

on an ad hoc basis. After working through the NB Strategy coaching process, it's safe to say this has entirely changed!

"Prior to starting the N.B. Strategy process, our position wasn't clearly defined, our marketing activities were not structured and were adhoc – at best! N.B. Strategy helped us get clear with our position. We now have a marketing calendar and marketing activities planned for the year ahead which is a big win!"

Improving marketing ROI

One of the focuses of the programme is understanding ROI on your tactical spend. Marketing dollars should be measured – otherwise it's too easy to put your money into a black hole with no idea of what you're getting back. Often one of the first things a strategist can help you do, is cut spend from areas where it's not generating a return. Tyre Doctor found this was the case for them:

"We have been able to get structure to our marketing processes, been able to stop doing some marketing activities ie; a SEO provider that wasn't serving us and put that money towards more effective strategies."

No more marketing based on assumptions

A key part of the programme is also the foundational customer insights. It can be easy to do marketing based on assumptions if you don't take the time to talk to your customers. However, a qualitative customer research programme will help reveal what your customers really want and allows you to build up a marketing strategy based on this – their pain points, buyer journey and even

perceptions of your brand.

"The customer insights program that N.B. Strategy ran has been the biggest benefit to date. The information we got out of that was so valuable. The customer interviews they conducted gave us valuable understandings that we wouldn't have found out any other way."

And it doesn't just help your marketing team! There are also other benefits to the programme – bringing in your sales team to understand what marketing does, and how it can make their job easier, was a big highlight for Tyre Doctor.

"The workshops provided a lot of clarity to our sales team. Our sales team were on all our workshops and it has very much had an impact on their approach and knowledge."



Understanding the customer affects all the firm's activities, from servicing to training and retention

In summary?

Serena says, *"for us it bought clarity around our position and structure to our marketing that we didn't have the ability internally to do. If you aren't clear on your position or where you are in the market, it's a very worthwhile process."*

The N.B. Strategy framework brings a strategic and methodical approach to marketing – turning it from a job that's easy to put off, to a discipline and science that gets results. To learn more about what it could do for your team, reach out to the team.