

PEPPERIO CASE STUDY

# LCM



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*- Lizz Clarke,  
Founder and Managing Director, LCM*



## Profile & Synopsis

## Introducing LCM Marketing & PR

## Communications Umpire

Lizz Clarke founded LCM Marketing & PR 18 years ago and now has 10 full time employees. With expertise across all areas of marketing and PR, LCM focuses on providing high quality marketing services to a range of companies, specializing particularly in professional services firms including accountancy firms, solicitors and IFA's, and in the Third Sector, Social Housing and Healthcare arenas.

Driven by the demand from existing clients, LCM Marketing & PR began to investigate the potential expansion of their portfolio to include digital marketing services, primarily website development and design. After trying to provide a 'mediating' service between client and web designer, LCM was increasingly frustrated by the variation in delivery from designers and decided to investigate development of their own solution.

A successful marketing services agency, LCM had long felt confident in its core capabilities consistently delivering high levels of service to a happy, 50 strong client base. Increasingly however LCM was noticing inconsistencies appear between the dissemination of messaging and positioning via clients' multiple marketing channels, as Lizz Clarke, founder and Managing Director explains;

*"LCM has a strong history of outstanding client focused marketing strategy. From project-based activity through to long-term retained clients we've consistently proved that we deliver the highest standards of service and results. As the popularity of the web has grown we have watched various clients websites expand also, but it was with a sense of disquiet that we began to see our carefully crafted messaging or campaigns etc, be translated, often with errors, onto client websites."*

Despite their deepening concerns that their marketing efforts were often being diluted online, LCM was initially reluctant to become involved in the world of digital marketing. New clients often had web partners already in place, whilst existing clients were looking for a fuller level of service than LCM believed they could offer. But as 2006 started in earnest, so to the demand for LCM's expertise began, as increasingly, more clients wanted to engage the agency to look specifically at web communications and web strategy.

Receptive to the growing call for assistance from clients, it was only once Lizz Clarke, LCM founder and Managing Director, initiated some general discussions with clients that she discovered that the key challenge was employing a web designer on an ad hoc basis who could provide them with sufficiently creative ideas combined with excellent technical skill at an affordable rate.

Keen to provide a solution for their clients, LCM chose to step in and act as mediator between client and web designer. This way LCM could use their client knowledge to extract the real goals for the website and then brief and drive the designers to deliver.

Acting as the go-between provided an immediate problem solve for their clients, but it also meant LCM learnt more about the developmental process for websites, effectively holding the position of project coordinators, LCM were translating the needs of their client into a language with which the web designers were happy. This approach proved successful for the clients and more significantly, it served to convince Lizz Clarke that LCM could satisfy client needs better than the web designers could.

With the decision to diversify into provision of digital media made, Lizz began looking into solutions for content management. Dissatisfied with the fixed template design of most

## Stepping Out

small business solutions, many of the software solutions available to this market were in excess of £30k, beyond the budget scope of most of LCM's client base. So Lizz decided to engage a number of good web designers and bring them onto the LCM books. It was soon after this that Pepperio called.

Built on the framework of an established enterprise solution Morello, but designed specifically for small businesses, Pepperio offered LCM an answer for its clients. Lizz Clarke explains;

*"Pepperio stood out for a number of reasons. Firstly it offered a simple, WYSIWYG, contribution interface, which the meant that clients themselves could manage, add and maintain content and pages on their own sites. Secondly Pepperio is a hosted solution which we can sell on with our design, consulting and client support services. And thirdly, it is all offered at a sensible price which our clients can afford. The price point is perfect and we can sell on the benefits of the rental site but it makes it really simple to overcome any objections about owning the software over leasing it."*

In addition, Pepperio would not be resource intensive for the busy agency. Clients could be trained to use Pepperio in approximately 30 minutes, whilst web developers, who would work on the client's website design needed only a day for Pepperio template training. Of huge benefit to LCM is the lack of any applied technical resource. Mediasurface has committed to investing in the Pepperio product with ongoing development for better functionality, so Pepperio is continually maintained and improved. This roadmap for progression means LCM are not burdened with the responsibility of in-house development but can benefit from a fully tested, scalable solution from a vendor with a proven track record in content management innovation.

## A New Leaf

Since signing with Pepperio, LCM will be the first to benefit from a new website. The new site will feature tighter brand control and clearer messaging, but Lizz is eager that this version be more of a showcase of their skills and has plans to integrate new media such as video blogs etc into the new site.

Pepperio will also have an impact on how LCM sell other services, the advantages in Search Engine Optimization will help with LCM's own online PR and business development to recruit new clients.

## Building for the future

To further aid the external sell of Pepperio, LCM is being fully supported with a range of marketing and sales material, as Lizz Clarke concludes;

*"I have been delighted with the Pepperio ethos. The team at Mediasurface have given us a wealth of support both in terms of collateral and advice. Most importantly they are paying attention to our progress and are very dedicated in their goal to make Pepperio work for us and the end user. In every way the Pepperio partnership is adding value to our business. The product complements our existing services enhancing the total package we can offer clients. Conceptually, Pepperio is in keeping with our own policy of delivering solutions which really achieve against targets. And lastly, the Pepperio business fits culturally with our own ideals of high quality client focused care. At the time of writing, we have two client websites in production on Pepperio and I am genuinely excited to see how far we will go with our new venture into the digital marketing marketplace."*