

We've done some



things for M&J Seafood...

SGM's proactive approach to digital marketing is exactly what M&J Seafood is looking for.

Claire Twiss, Marketing Manager

Social Drives Sales in a B2B Environment

Now a member of Europe's largest food service business, the Brakes Group, M&J Seafood's combination of local branches and the UK's largest range of fresh, frozen and chilled seafood products enables it to offer first class local service to over 12,000 chefs nationwide with a customer base that ranges from restaurants to contract caterers, education to quick service restaurants, as well as supplying fishmongers and other wholesalers. M&J Seafood are the market leading seafood suppliers in the UK, with turnover in excess of £125m, and a 40% plus market share.

SUCCESS STORY

READ MORE



Sleeping **GIANT** media
BIG on Search

M&J **seafood**
fresh fish specialist

See more case studies at <http://www.sleepinggiantmedia.co.uk/our-clients/> - Email - hello@sleepinggiantmedia.co.uk

THE BRIEF

SGM was given a tough brief to improve communication with M&J Seafood's customers, increase its web visibility and drive traffic. Digital marketing is a focal point of M&J Seafood's business strategy and the pressure was on to produce tangible results. The solution was to create a Twitter service that really connected with M&J Seafood's customers, delivering timely and relevant information – a mixture of tips, advice, new product news and market information.



SGM is an important partner in our digital marketing strategy. We trust their judgement implicitly and they are always on hand to advise us, going above and beyond to deliver an exceptional service at all levels.

Claire Twiss, Marketing Manager

READ MORE



THE CAMPAIGN

The ability to fully understand a client and their needs is integral to delivering the highest quality of service, regardless of the industry. At Sleeping Giant Media (SGM), this ability to work closely with clients and deliver strategic solutions is a real point of difference – and none more so than its work with M&J Seafood, the UK’s largest independent seafood supplier. Understandably with such a reputation, M&J Seafood sees digital marketing as a key channel and relevant tool for both staying in touch with its existing customer base as well as increasing and strengthening its own market position.

THE RESULTS

The resultant service has been a giant success for M&J Seafood, delivering excellent results, both in terms of customer engagement at an individual level and the reputation of the company on a wider scale. Clare Twiss, Marketing Manager for M&J explained, “By working closely with SGM from the beginning, to ensure they have a thorough understanding of our objectives and our customers, they now drive the activity for us...This is invaluable for us, as we can have complete confidence that the activity is delivering the required results with minimal day-to-day impact on our small internal team. We see SGM as an extension of our marketing team.” Clare believes that, in an increasingly competitive business environment, the ability for

companies to be able to engage with digital marketing is essential. “It is the future,” she says, “and businesses cannot afford to take their eye off the ball of this vital medium.” She says it is particularly relevant in the food trade and favoured by many chefs, who, because of the nature of their jobs, are not tied down to computers on a daily basis, instead choosing to keep in touch via their smartphones. “This type of connectivity is part of their life,” she explains. “Increasingly, young chefs are very proactive on Twitter so having a presence tailored to these customers is vital. We only see the use of Twitter increasing among our core clients, so having a portal, and a partner we can trust, to deliver this is essential.”



M&Jseafood
fresh fish specialist



benendenhospital
trust

nova
marketing events

BESTINVEST