

## case study 201

# Spaceway group

## the radikls approach

The Spaceway group provides an integrated approach to space solutions that includes office refurbishment, partitioning systems, suspended ceilings, furniture, racking and shelving, mezzanine floors as well as a range of benching and materials handling equipment.

Radikls have supported Spaceway for over 7 years in their Internet strategy and growth for their 4 businesses. They have aimed to be a market leader by having innovative and information driven websites.

A regular meeting ensures they are kept focused and that Spaceway personnel “buy in” to the strategy of their Internet development.

Radikls email marketing system keeps these buyers up to date and offers special deals and new products.

The E-commerce service on [www.sac-bott.com](http://www.sac-bott.com) has now produced in excess of £100,000 in just over a year.

Visitors to all sites have increased by 25% each year. As well as having high sales values from the Internet they have also significantly reduced spend on paper advertising, directory entries and brochure and leaflet production.

They see the way forward with their investment in the Internet and plan to expand their E-commerce and marketing spend to attract more new clients to their business. Over the years they have had many significant enquiries leading to sales due to the positioning in Search Engines and other Internet marketing services we have provided. These have included a £1.4 million project and many £0.5 million projects.



### Key Features

- 1) E-commerce
- 2) 4 sites targeted at different markets
- 3) Consultancy
- 4) Email Marketing

### Key Benefits

- 1) Online secure sales
- 2) High positions in SEs = increased enquiries
- 3) Cost savings
- 4) Customer acquisition costs reduced

## The Client's View

**“The Spaceway Group has used Radikls for over 7 years in driving its business online. We have seen sales exceed £3 million from Internet enquiries and with its E-commerce site have seen in excess of £100k in just over one year. I would like to thank Radikls for their persistence in “pulling us along” to get us where we are today.” Malcolm Jeary, Managing Director**