



## Fargro Ltd Supporting a Growing Team

Based in West Sussex, Fargro is a leading supplier and distributor of specialist horticultural products to commercial growers, such as Vitacress Herbs, throughout the UK. It also has a subsidiary business called The Garden Superstore, which sells the same products, in smaller quantities, online, to a retail market.



### The Challenge

Fargro's recently hired Marketing Manager, Melanie Wood, was brought in to overhaul the marketing strategy and processes for both businesses. This was a big task as there was very little established marketing process or content in place.

### The Solution

Melanie asked The Marketing Architect to support her and the overstretched internal marketing team with their challenge. Our first project was to collaborate on the research and development of a marketing strategy for both Fargro and The Garden Superstore. As soon as Melanie had received sign-off from the Fargro Board for this marketing strategy, we began supporting her with the roll-out of the plan.

Our work to date has been varied - partly to help Melanie to put the foundations in place for a consistent approach to marketing, and partly to help her keep up with the speed at which the business wanted to get marketing projects off the ground. Our tasks have included: development of tone of voice guidelines, key messaging profiles and user personas for both businesses. We have project managed creation of press and customer communications to disseminate news items, written copy for blog posts about **pruning roses** and **finance**, brochures and leaflets and developed a brand story for The Garden Superstore.



### Here's what Melanie has to say about our work so far:

*"Having The Marketing Architect on board to support our internal team has allowed us to meet our business objectives far more quickly than we would have done without their support. They deliver on time, every time and the work is of a consistently high standard. The guidance that they have provided for setting the marketing strategy for the business has been first rate, and they are available as a sounding board for me, frequently providing insightful advice or proactively making suggestions. We wouldn't be without them."*