

## Case Studies



Aspire Housing is the largest registered social landlord in Staffordshire, offering around 9,000 homes for rent.



“providing innovative and excellent services”

The organisation's vision for the future is "To be a leading provider of quality homes and a catalyst for transforming communities."

Aspire Housing needed a marketing plan to transform this vision into a reality and turned to Smye Holland Associates for help.

We held a series of workshops with senior executives to help them define marketing targets and priorities in the context of a not-for-profit organisation. Then we worked with them to segment the association's 'market', looking at a wide range of stakeholders.

Segmentation assists in defining priorities and maximising 'return' from marketing activity.

We assisted Aspire Housing to develop an approach which categorised its interaction with individuals and institutions and combined this with analysis of factors such as geography and housing type.

Then we worked with Aspire Housing's marketing manager to develop detailed plans for each market segment. They encompass traditional marketing issues such as product, price and promotion. They also incorporate performance indicators and identify roles and responsibilities for achieving these.

The outcome is that Aspire Housing now has a robust action plan for achieving its corporate vision.