

Latcham Direct Case Study

TRUESPEED | **TRULY BETTER
BROADBAND**

Customer name:	Truespeed Communications
Sector / area:	Telecommunications
Services delivered:	Direct marketing, print and print management services

Since July 2017, Latcham Direct has been working closely with Bristol based Truespeed Communications, delivering direct marketing, print and print management services that support their ambitious plans for growth.

Truespeed is a young but forward thinking Utilities supplier, providing ultrafast Internet service connectivity via a fibre-optic link directly to residential and business customers throughout the South West. However, with a real desire to significantly grow the business, they have plans to extend their offering to customers throughout the UK and become recognized as being at the forefront of UK data communications.

In order for Truespeed Communications to deliver a local Broadband service, over 30% of a local community needs to express an interest in installation. This initial communication is delivered via simultaneous multi-channel marketing, however the specialist print team at Latcham Direct play an important role in delivering print communications, collateral and ad-hoc mailings.

Latcham Direct also plays its part in supporting Truespeed to raise the profile of its brand via bespoke, high quality print and direct marketing services and the company has already seen a positive response to their campaigns with an increase in new sales enquiries.

There is still a lot to do to support Truespeeds communication strategy and the Latcham Direct team are continuing to deliver regular campaigns and print to support the strategic growth of the business.

Parisa Haghghat, Marketing Manager for Truespeed Communications Ltd commented; "As two ambitious businesses based in Bristol, we were already aware of Latcham Direct and their reputation for providing quality print, data and digital services. We have been working together for a year and we are delighted with the results. We are really committed to growth and this is being supported by the campaigns and print Latcham are delivering that is helping us to engage with customers and potential customers. It's also helping us to promote our brand and we look forward to not working with the Latcham team but also reaping the benefits of direct marketing".

For more information contact Josh Armstrong, Business Development Executive at Latcham Direct and to find out more about Truespeed Communications visit <https://www.truespeed.com>

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