

UK Wireless Accessory Provider Successfully Penetrates Hyper-Competitive US Market; Rises to 2nd in Market Share in 5 Years

Situation

CHALLENGES

New category

Hyper-competitive
US market launch

A start-up UK-based wireless accessory manufacturer rolled out its unique mobile phone case products in the US. Soon thereafter, it found its ability to build brand awareness and advocacy in proportion to the size and scope of the US market was much more complex than it expected, a significant barrier to the company's growth. The brand looked to MarketSource to develop a sales and staffing strategy that would not only successfully launch them in the US but also give them the edge they needed to gain market share in the hyper-competitive mobile phone accessory space.

Solution

KEYS TO SUCCESS


Training + advocacy

Territory mapping
+ location intelligence

Viral social media
campaigns

MarketSource designed and deployed a training and advocacy solution that leveraged retail sales recruiting, technology, and deep wireless and consumer electronics market expertise to ensure successful US market penetration.

Using our Esri™ territory mapping technology and certified location intelligence teams, we were able to gain a deep understanding of mobile phone accessory consumer behavior of the client's target market and its customer concentration at the store level. This intelligence informed our sales and staffing strategy, empowered us to focus on the markets that mattered most to the client, and enabled our reps to know which stores to spend their time at to have the greatest impact.



50%
higher
per-store sales



#2
in market share
in 5 years



Nationwide
market launch

We created strategic routes and cadences for the client's largest locations, ensuring their strongest stores received the most focus, and delivered sustained store visit frequency, product training, and brand building activities.

We also launched a joint social media campaign with the client's marketing team demonstrating the product's ability to resist impact—its primary differentiating feature. MarketSource reps conducted in-store demos and client side-by-side selling and created demonstration kits and marketing videos that went viral, which helped the client gain market share quickly.

Results

MarketSource helped this client achieve a rapid and successful US market launch, leading them to rise to second in the market rank in just five years and driving 50% higher sales per store (for touched and impacted retail locations). And our joint social media campaign helped the brand go viral.