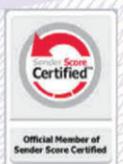


2016

# CLIENT TESTIMONIALS

LEAD GENERATION | EMAIL BROADCASTS | ONLINE MARKETING | FULFILMENT SERVICE

lifestyle media  
group



# OUR CLIENTS

This booklet showcases a selection of feedback from our recent clients regarding the various services that we offer.

Whether lead generation, fulfillment and distribution or brochure printing, we value the quality and accountability of the services we provide.

Review what our clients thought of us, in their own words, and see for yourself what you can expect from working with Lifestyle Media Group.

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group

# RETAIL CLIENTS

## FURNITURE VILLAGE

“ Lifestyle Media Group has been handling our brochure requests over the last few years and have always performed to a very high standard. Brochure requests are processed and sent off at a prompt and professional pace giving us the opportunity to maximise on these enquiries. We look forward to this relationship continuing. ”

*SUSIE SMERDON*

Direct Marketing Executive

## LEGO

“ The LEGO® Company has successfully worked with LMG for many years. Their great customer service and intuitive website have been a valuable channel to target new customers and increase awareness of our catalogue and homepage. ”

*MARY FEAKIN*

Marketing Executive

## BURTON MENSWEAR LONDON

“ Burton has enjoyed working with LMG for several years now and has always been impressed with their ability to help support the growth of our customer database with high quality leads. Their account management is a winner for us and in terms of acquisition, LMG is an essential and valuable channel for us that we simply couldn't do without. We would highly recommend them as a partner. ”

*CHARLOTTE HELEINE*

Digital Marketing Manager

# TRAVEL CLIENTS

## DFDS SEAWAYS

“ Lifestyle Media Group has proved a most successful channel for DFDS Seaways to target new customers and increase requests of both online and offline brochure requests. ”

*ANDREW COOPER*  
Marketing Manager

## INTREPID TRAVEL

“ Having worked with Lifestyle Media Group for almost 10 years, we are very pleased with their deliverability as well as their quick and professional customer service. Lifestyle Media Group are now a crucial part of our yearly planning and I would not hesitate to recommend their service. ”

*LIZZIE MABER*  
Sales and Marketing Coordinator

## JETLINE CRUISE

“ Lifestyle Media Group are a powerful marketing channel and a pleasure to work with. They have continually demonstrated their exceptional understanding of online marketing and have exceeded our requirements at every turn. We hope they continue to channel the attention of interested travellers in our direction. ”

*PAUL FROST*  
Marketing Director

# VISIT ALDERNEY

## What made you choose LMG to print and fulfil your brochure

“ Competitive pricing was the first reason; the second was the ‘all-in-one’ element to the service. Their print and fulfilment options helped us budget an increased spend for our online marketing campaign. Lead generation is something we’ve wanted to try for a long time and LMG delivered leads that we continue to communicate with – we now have the details of thousands of new potential visitors to Alderney! ”

## Did the campaign run as expected?

“ We were excited about being able to print our brochure, generate interest and send out requests all through the same company. Compared to what we’ve done in the past, LMG was exemplary. All three elements of their service ran smoothly all the way through. I would strongly recommend them to anyone looking to save money and hassle without cutting back on quality – they did exactly what was promised. ”

## Were there any areas of the service which stood out for you?

“ Our brochure in particular looks and feels great! We’ve had very positive feedback from requestors throughout the process. Well done to the printing department. We will be coming back. ”

*EMMA ODOLI*  
Visit Alderney

**LEAD GENERATION**

# CHRISTY

## **What made you choose LMG to manage your lead generation campaign?**

“ Lifestyle Media Group offered a bespoke package which was extremely competitive but also in line with our budget availability. Plus their service seemed to go far beyond what was included from most other marketing companies. When we finally sat down to decide who to choose, it was a very easy decision to make. ”

## **Were there any areas of the service which stood out for you?**

“ Put simply, they did what they said they would without any fuss. The volume of new customers we wanted was reached in the time and in the way that was promised. Their model was transparent and easy to understand and our account manager Alec Dunn was friendly and helpful throughout. ”

## **Would you recommend Lifestyle Media Group to anyone else?**

“ Yes. Having considered all aspects of the service we would be very happy to recommend it as an effective and reliable way of reaching new customers. ”

*STEPHANIE BROCKLEHURST*  
Marketing Manager

# VISIT EDEN

## What made you choose LMG to manage the printing of your visitor guide?

“ It was immediately obvious that their pricing was very competitive – which is always a positive! But more importantly to us we discovered very early on that they were extremely eager and able to accommodate specific timeframes and specifications that were key to what we wanted to achieve. ”

## Did the options available meet your requirements?

“ We have used many different printing services over the years but we have never used one which delivered better value for money than the one provided by LMG. The quality of the final product, the range of printing options and the quality of service were all exemplary. We were extremely satisfied with the whole process. ”

## Were there any areas of the service which stood out for you?

“ There were quite a few – the ease of communication with all members of their staff, the fact they delivered what we agreed on and also the end result itself were all fantastic. We would encourage anyone looking for a printer to use their service. ”

*CLAUDE COOPER*  
Bucket & Spade / Visit Eden



# VISIT CANTERBURY

## What made you choose LMG to manage the printing of your guide?

“ They came back with the best and most competitive quote, and they were also dealing with the separate website distributions, so it made sense to keep everything under one roof. ”

## Did the printing options available meet your requirements?

“ Yes, we were very happy with everything. ”

## Were there any areas of the service which stood out for you?

“ Calling me up to remind me for answers – I was awful at getting back to Alec! Very quick at coming back at me with email responses and quotes. ”

*EMILY NOYES*  
Communications Officer

**LEAD GENERATION**

# VISIT NORWAY

## **What made you choose LMG to manage your lead generation campaign?**

“ We have been working with Lifestyle Media Group for many years and even from our first contact they were transparent and accommodating, presenting a variety of options of how to fulfil our campaign remit. Their competitive pricing was a welcome surprise also. ”

## **Did the campaign meet your requirements?**

“ The campaign reached its targets as agreed, no problems, providing cost-effective ways to help our travel clients extend reach and build their prospect databases - which is exactly what we hoped for and exactly what was promised. ”

## **Were there any areas of the service which stood out for you?**

“ The team were very responsive to our needs and good at taking information on board. We were very pleased with the proactive suggestions they made to maximise the campaign's success and will definitely consider them for future projects. ”

*TREVOR HELEY*  
Founding Partner