

CASE STUDY - Sort Ltd

Reaching new customers through marketing expertise



KEY POINTS

Support Received

- Webinar and workshop support

Outcome

- Upskilling the business
- Enabling opportunities to reach new customers

Sort Ltd consists of brands; SortRefer – an online portal for mortgage intermediaries (brokers), Sort Move – an online portal for Estate Agents and Sort Legal - the Group's own in-house CLC law firm. SortRefer and Sort Move platforms generate Conveyancing instructions from Mortgage Brokers (SortRefer) and Estate Agents (Sort Move) to Conveyancing Firms. The platforms (and websites) have been designed and produced by a skilful in-house team of IT developers, so customers have 24/7 access to award-winning technology to help with their Conveyancing business and case tracking progress. Sort Ltd offer a variety of conveyancing products; Buy To Let, Fixed Price Remortgage, Surveys & Valuations, Wills and much more, so everything our Mortgage Broker and Estate Agent customers need, is in one place.

The D2N2 Growth Hub was able to support the business by upskilling the marketing team, particularly through the pandemic. This was provided by attendance at our webinar and Action Planning Workshops on the following topics: marketing, PR, HR and creative thinking. Attendance at these sessions have enabled Marketing Executive Amelia Clark to bring forward her past knowledge of marketing and use these pro-actively as part of her daily routine at Sort Ltd. The informative consultants that deliver the sessions enable the use of models and tools that Amelia found useful. Due to the fact that Sort Ltd has a relatively small marketing team, the techniques shared in the Growth Hub sessions have been extremely useful in enabling the business to expand on its marketing assets and therefore reach more customers.

"The Growth hub has provided some great, educational webinars and events over the years. At Sort Ltd, we have been using the Growth hub for many years and have seen the true value of the variety of opportunities to learn. This has not only helped the Marketing department, but our business on the whole"

Emma Brown, Head of Marketing

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