

Client Case Study: FirstMate Services



FirstMate Services

Industry: Marine
Location: Annapolis, MD

Our Role

FirstMate Services strives to transform the marine industry by connecting boaters with service providers when work is needed on boats. The app allows boaters to find, contact, pay, and receive quotes from local service providers.

FirstMate Services requested Loyola Consulting Group support in market research to recommend the best approach to getting and securing Service Providers on the application. The company has also requested a cost-effective advertising and marketing plan to reach users nationally.

Solution

LCG worked with FirstMate Services to perform market research to analyze trends within the boating industry and identify FMS's competitive advantage. The team made cold calls to pinpoint challenges and advertising methods as well as collect employee information and hours during peak and non-peak seasons. With this data, LCG determined FMS's customer value and created a promotion plan to successfully target service providers and improve brand awareness.

LCG Team Composition

Consultant - Andrew Schmutter
Analysts - Liam Wells, Laura Hennawi, Gil Carlson

Business Results



10% cold call success rate to collect industry-specific data



Analyzed service provider needs and identified customer value and competitive advantage



Created distribution and promotion plan with 5 methods to improve brand awareness, drive website traffic, and gain a following

