

Client case study: Mexperience

Background

Mexperience is an online marketing company dedicated to promoting Mexico for travel and lifestyle. Through its online services and database, it provides independent and impartial advice to people who want to travel, retire, live and invest in real estate in Mexico. The company has over 10,000 registered members and a membership growth rate of over 200% per annum.

Intervention delivered

In February 2005 Mundial Consulting facilitated workshops and instigated a mentoring programme with Mexperience with the specific aim of developing the sales and marketing activities to further leverage the subscriber numbers and the increasing numbers of commercial sponsors.

As a result of the workshops, Mexperience undertook further investment to create new services aimed specifically at certain types of sponsors, and promoted these through a dedicated sales and marketing team.

Results achieved

Founding Director Matthew Harrup said of Mundial Consulting:

“The experience and structure Mundial brought to the table at our workshops provided us with means to establish a clear direction for our commercial strategy. Mexperience is on track to expand its customer numbers and reach its commercial objectives.”

www.mexperience.com