

# North of Scotland KTP Centre Case Study

## Aberdeen Northern Marts

This KTP aimed to enable ANM, a rural and very traditional cooperative business, to develop, implement and sustain a step-change digital marketing and communications strategy targeted at transforming the way the organisation engages with its customers, members, employees and partners.

### Challenge

For 140 years, ANM has maintained success by being innovative and adapting to change. However, they operate in a traditional sector with traditional business practices. ANM recognised the challenge presented by a younger generation of farmers who expect a digital capability, and that technology could offer an opportunity for a dispersed rural community with a majority of very small enterprise members.

### Results

The KTP produced a comprehensive Digital Assets Audit, analyzing current strategies, customer journeys and market trends. A range of new marketing tools were introduced including email marketing software, a strategic website redesign and analytics reporting. The project inspired an appetite for digital at all levels of the organization via an in-house training programme, and shared findings with local businesses and students.

### Benefits

The KTP radically changed the way ANM connects and engages with its stakeholders. It allowed the business to significantly increase its reach in the market, increasing the number of young farmers engaging with the company. The Group experienced a 420% increase in online engagement and a 6-fold increase in online reach. It is now a leading figure in Scotland's livestock community, overtaking key competitors. The project delivered an empowered and motivated workforce able to deliver the digital strategy.

Knowledge  
Transfer  
Partnerships



UNIVERSITY  
OF ABERDEEN



ANM  
GROUP  
ESTABLISHED 1872

ANM Group is the 2<sup>nd</sup> largest cooperative in Scotland, with a 140-year history. From a core business in agricultural sales, they have diversified into event services, property and leisure.



*"The KTP delivered know-how capability and a confidence that has empowered staff to affect meaningful change right across the business."*

**Grant Rogerson**  
Chief Executive, ANM Group

Innovate UK