



Active Silver uses regular strategy days to reflect on their business strategy and gain a crystal-clear route to growth.

Health brand Active Silver needed to drive D2C sales to take the business to the next level. MD Lucy Roberts brought in Business Development Specialist Sarah Badcock to hold periodic strategy days, deep-diving into Active Silver's product, USPs, positioning and messaging, to get the marketing right from the foundations up.

All about Active Silver

Active Silver is a UK-based natural health brand specialising in colloidal silver. Lucy runs Active Silver with her father, Dick Goodall – the brand's 'alchemist' – who started the business over 30 years ago.

Together with a small but busy team they formulate, manufacture and sell high quality creams, gels and liquids to help families boost immunity, and heal and repair skin conditions.



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Going for growth

An established family business that's experienced amazing growth over the last few years, Active Silver still had plenty of opportunity to expand. The brand held a strong customer base, but there was still huge potential to bring their products to a wider market. Lucy needed help to find and capitalise on the growth opportunities available to Active Silver.

With her time swallowed by everything that running a business involved, Lucy knew Active Silver would benefit from deeper look at business development. She needed someone to spot where the gaps were – and help build a strategy to seize those opportunities. That someone was Sarah Badcock, a Business Development Specialist with a keen eye for detail.

For three years (and counting), Sarah has supported Active Silver with their growth, holding regular strategy days and homing in on the need to elevate the brand position. Sarah prompted an in-depth look across the brand, messaging and values, and helped Lucy translate these into a strategy for developing the business.



“As a Managing Director, my time and attention are already accounted for,” Lucy explained. “I’m aware that I can’t be a specialist in every area, so working with Sarah has been a real positive – I value her opinion and judgement 100%.”

Doubling down

We have a massive opportunity for growth,” Lucy said, “direct-to-consumer sales account for around 75% of our business, and our aim is to double that revenue in the next two years. It’s an ambitious goal, but Sarah helped to pull all our ideas together, creating a broad strategy that will lead us to success.”

Specialist treatment

"Sarah provided the expertise to help Active Silver move forwards."

Sarah provided the expertise to help Active Silver move forwards. She planned quarterly strategy days with Lucy and Dick to make a detailed examination of their business. Taking a different theme at each strategy meeting, Sarah helped Active Silver to look across the customer journey and experience. Together they identified ways to optimise conversion rates and increase repeat purchases. The brand now enjoys 40% repeat purchase month-on-month, average order values are up, and a rebrand reflects the quality of Active Silver.

Lucy explains: “At each meeting, Sarah begins with the business principals. **She makes sure we refocus on who we are and what we’re trying to do.** She’s helped us identify our core values clearly – the real ethos of Active Silver – so we can develop a strategy for the business. Our work with Sarah began with an examination of the sales toolkit for our D2C channels, but with Sarah’s expertise this close look progressed into all areas of our business.”



Not just skin deep

Sarah probed beneath the surface of Active Silver to get to what was most important to Lucy and Dick. “What Sarah’s really, really good at is questioning,” said Lucy. “When I give her an answer, she’ll always press me to explore further. Sarah works through the layers to get to a deeper level of understanding – she really makes me think about what we’re doing and why, and she’s brilliant at it.”

"Sarah works through the layers to get to a deeper level of understanding."

Looking below the surface to make sense of a business comes naturally to Sarah, Lucy explained. “Sarah’s very analytical. She’ll look closely at trends around our figures and examine the causes thoroughly. Examining numbers at this level of detail is something I often don’t have time to do, but Sarah asks clear, specific questions that prompt us to scrutinise the figures together to discover what’s going on and why.”

High quality alignment

Working in such a busy team can cause team members to focus solely on their own area of the business. This can mean that, despite their best intentions, Lucy and Dick often don’t manage to get together.

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“Sarah has been a key influence in making sure that Dad and I carve out time to meet and talk together – she makes us create opportunities to discuss the business, and Sarah helps ensure our vision is completely aligned,” Lucy says.

And it’s not just the opportunity to talk, but the quality of conversation, too. “Sarah keeps our meetings time efficient. She’s a brilliant facilitator, and when our discussions go down rabbit holes, she brings us back and keeps us focused. Sarah makes sure every topic gets addressed, but that we do it in a targeted, logical way.”



An action plan that reflects Active Silver's needs

The support Lucy gets is tailored to her needs – Sarah understands her individual work style. After each workshop session, Sarah gives Lucy an action plan that will help her move forward. “I come away from a workshop with Sarah with a strong, workable plan of action,” Lucy says.

“Sarah makes goals achievable, with prioritised bite-sized tasks that are realistic – and she’s even helping us achieve some of those things. Sarah brings an extra level of support that helps us deliver on our plans.”

The support Sarah gives goes from top level strategy to the tactical details. “With each fresh look at our marketing plan we know what actions we’re going to start, stop, and continue. With Sarah’s help, we know we’re getting the best results from our existing database and recruiting new customers,” Lucy explained.

“Sarah’s very organised and she summarises everything we’ve discussed clearly”



Worth her weight in...silver!

Sarah’s strengths make her perfectly placed to help the Active Silver business develop, Lucy says. “Sarah is action orientated: her plans are fully actionable, and – most importantly – they’re achievable, too. Sarah’s very organised and she summarises everything we’ve discussed clearly, so we know what we’re focusing on.”

It’s a relationship that Lucy values highly: “Sarah knows that being business owners makes our time extremely pressured - but on the flip side, she’s always available if I need to talk something through.

She’s never afraid to challenge us, but she’s also very respectful of the views Dad and I hold. What’s more, her sense of humour makes her great fun to work with.”

Sarah has the balance right between creativity and examining the hard facts, which fits perfectly with Active Silver’s science-driven approach to health. “The numbers and the marketing activities go hand-in-hand for Sarah,” Lucy says, “together, Sarah and I look at our margins and bestsellers to create activities that drive sales and achieve our business goals.”

A bright future

With the core values of Active Silver now well-defined, Sarah is working with Lucy and Dick on the next phase of their business. “Sarah is now helping us look at our USPs. **As Sarah helps us get clarity on what makes us stand out**, we can really begin to shout about it.

We do a lot of good things at Active Silver, but we don’t always tell people what they are,” Lucy explained. “It’s a progression of our business development work together, and Sarah’s plan will influence our whole marketing strategy and our tactics so we can share our message with our customers effectively.”

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Lucy revealed the next phase of development for Active Silver: “**Sarah is working with us on two exciting new objectives to increase customer revenue.** Initiatives will include a loyalty program to reward our customers and increase repeat purchases, a referral scheme to help us welcome new customers to our brand, and improved communications to our database.

Sarah will be instrumental in helping us elevate our brand to reflect the quality of our products and the core values we hold. With Sarah’s help in drawing on our values to strengthen our brand positioning, we’re on track to achieve our goal of doubling our D2C business in the next two years.”



High quality treatment, when it's needed

Taking on a Business Development Specialist like Sarah means we have an expert of the highest calibre to guide us through Active Silver’s growth,” said Lucy. “For a business of our size, it would be impossible to employ someone of her talents, so we’re excited to have a really high-quality specialist available whenever we need her,” says Lucy.

Ready to find the opportunities for growth in your business?

Contact Sarah

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