

Armstrong Simmonds Architects

Award winning architecture practice based in Battersea, providing a full spectrum of design and planning services for the residential sector.

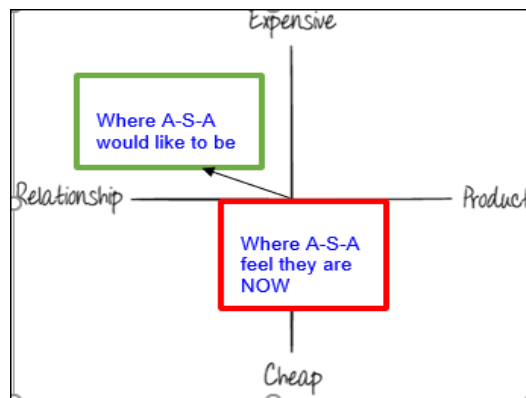
Marketing Selection Grid

Area	Title	Key Question	Y/N/?
Find	Positioning	What you want to be famous for?	N
Find	Channels	Are the market channels identified and mined?	N
Convert	Your Clients	How do they find you?	N
Convert	Language	Are you happy with your marketing collateral?	N
Convert	Language	How effective are your sales teams?	Y
Convert	Language	How many touch points do you have with your clients?	Y
Deliver	Your Products and Services	Are these documented and segmented?	Y
Deliver	Your Clients	Are these segmented and targeted?	Y

Priorities



Action for Positioning



Action for Marketing Collateral

- Development of new website
- Newsletters and mailers with incentive schemes
- Boosted presence on Houzz, architect's social media site

Action for Channels and Finding Clients

- Mailers sent to developers and building companies
- Preliminary SEO project determined keyword search, this was curtailed after 1 month
- Presence on local social media platforms, Nappy Valley, Mum's Net as well as Archello

Results

- [New website](#) content prepared and delivered. Programme of SEO needed as follow up.
- Numerous projects were started but never concluded, due to lack of commitment and cost-conscious management
- A programme of digital marketing was negotiated and was due to start in early 2018, when the contract terminated

Costs

£2.5k over 5-month period