

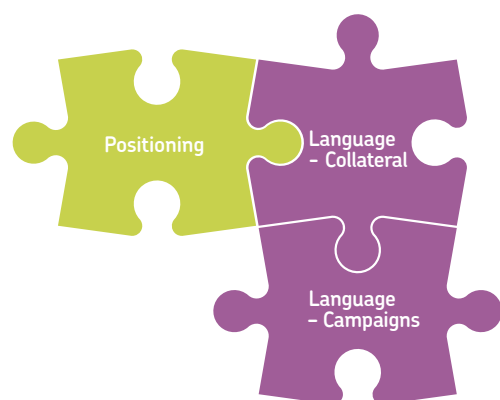
Focus Building Solutions

A rapidly growing construction company based in Park Royal, North West London

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?	Y
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?	N
Deliver	Your Products and Services	Are these documented and segmented?	Y
Deliver	Your Clients	Are these segmented and targeted?	N

Priorities



Action for positioning

- Rapid growth, segmentation of company into 3 sub brands
- Focus building
- Focus property
- Focus creative
- New brand to reflect the new direction created Sept 2016

Action for language campaigns

- Development of database through Glenighan data broking service
- Targeted mailers to prospective home owners direct mail
- Targeted mailers to architects, developers and investors email marketing

Action for language collateral

- Video for website
- New website mobile friendly to reflect new positioning
- New brochure

Results

- Generating a potential revenue of £25M
- One project alone worth £20M!
- Reputation building next stage active PR campaigns to increase brand awareness through trade shows, awards etc

Costs

- £25k over 12-month period