

StreetwiseSubbie helped to Raise Awareness and Find New Customers

Background

Newnham and Abel (Structures) Limited is a Specialist Contractor that designs and builds structural steel and engineered timber framed buildings.

The Company is keen to promote the environmental benefits of hybrid structures and their sustainable Glulam material to architects working in East Anglia and North London and asked StreetwiseSubbie to help them do this.

The Problem

Newnham and Abel Structures had never done targeted marketing before and other than the usual records relating to projects carried out, they held no organised data or other customer information in a form that could be used for direct marketing. As a subscriber to industry knowledge-base, Barbour-ABI, a construction database that provides subscribers with new leads based on planning applications, Newnham and Abel Structures instructed StreetwiseSubbie to use this as a source for finding new prospects.

Using Barbour-ABI as the starting point, StreetwiseSubbie were able to analyse project information held within Newnham and Abel's account and using this, were able to identify the names of architects in practices within their target area. Coupling this with desk research, the StreetwiseSubbie team were then able to supplement the Barbour-ABI data with additional prospect data and created an entirely new database for direct marketing.

The copy and design for the e-shot was written by Newnham and Abel's dedicated StreetwiseSubbie business development consultant and the first e-shots were dispatched to the new list.

The Solution

The result is that, with the help of StreetwiseSubbie, Newnham and Abel Structures is now regularly promoting the benefits of Glulam as a practical, cost effective, environmentally friendly material to architects, project managers and potential end users.

“Marketing is something that Newnham and Abel Structures struggled to focus on and StreetwiseSubbie has now helped us take the first steps to increasing our awareness amongst Architects in the surrounding counties”

Chris Newnham
Managing Director

Newnham
Structures Ltd

■ Steel ■ Cladding ■ Hybrid Structures ■ Glulam

To Summarise

Newnham and Abel Structures wanted to use e-marketing to promote their Glulam specialism to architects and specifiers.




They had no data and no knowledge of how to do this. StreetwiseSubbie opened the door to targeted e-marketing to create wider awareness of the Company and its products.

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