

StreetwiseSubbie helped to increase our sales traffic by a massive 30%

The Problem

O'Connell's Drywall is a long established and successful plastering, drylining and screeding business in Kent. What they needed was help in crafting marketing and advertising campaigns that are creative, have impact and will generate enquiries.

StreetwiseSubbie.com helped to do this – and some of the work didn't cost O'Connell's anything!

The Solution

As a StreetwiseSubbie Gold Buddy, O'Connell's used their free monthly consultancy entitlement to benefit from expert marketing expertise. Streetwise experts created advertisements targeted at home owners to promote the benefits of thermal insulation; a full colour brochure/insert that appeared in 3,000 regional copies of Building magazine targeted at housebuilders in Kent; and local advertising to support a major project promotion by Willmott Dixon.

StreetwiseSubbie also advised O'Connell's about the production of an email campaign and their copywriters added impact and focus to a document designed as an entry to a regional business awards event.

The Results

Using StreetwiseSubbie to help them improve the look and targeting of marketing activities, means O'Connell's enjoyed;

- Free marketing consultancy
- More impact in their marketing communications
- Reduced advertisement design and production costs
- More tendering opportunities
- A more targeted and effective approach to email marketing
- Better results
- 30% increase in sales traffic

StreetwiseSubbie helped us to produce more effective advertising that got results

John O'Connell, Managing Director O'Connell's Drywall Contractors Limited



Advertisements targeted at house builders and home owners created by StreetwiseSubbie.

STREETWISESUBBIE.COM Helping Specialist Subcontractors Solve Business Problems
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