

Harnessing the Power of Brand



ATTRACT & ENGAGE
Smarter Growth Marketing

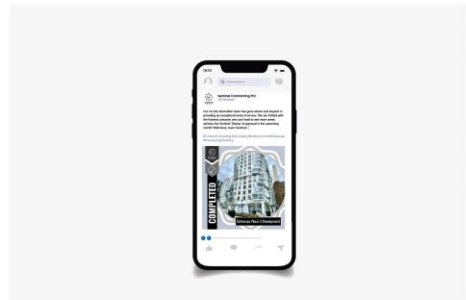
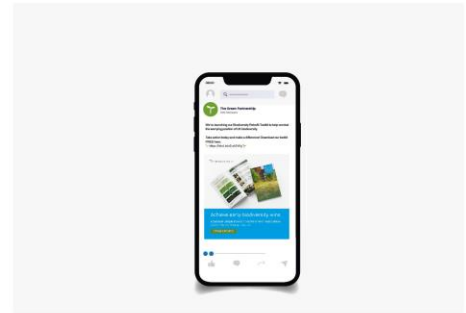
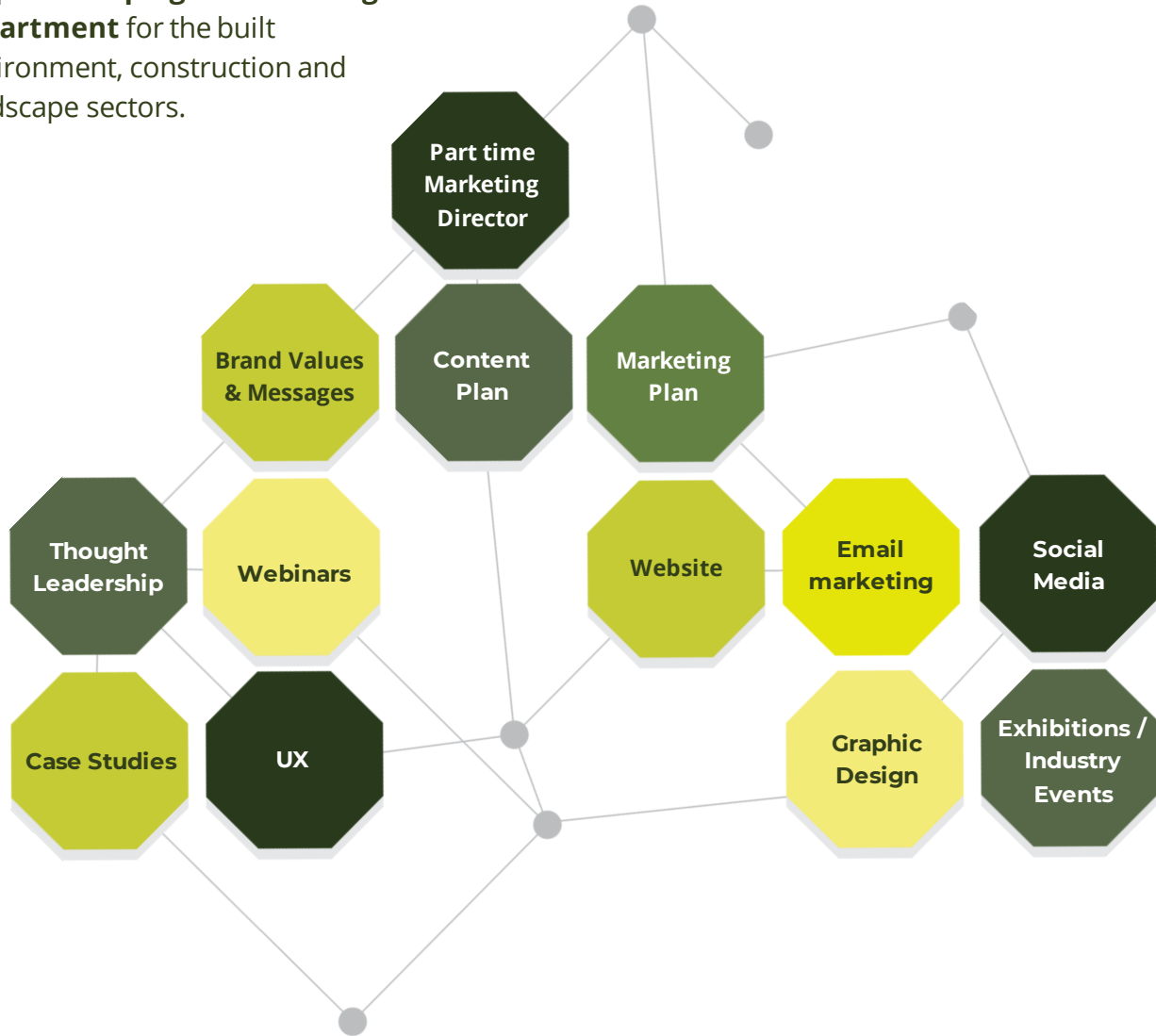
Online Training Event

***4th March,
9.30 - 10.30am***

EXPERTISE

What we do

We provide a **plug-in marketing department** for the built environment, construction and landscape sectors.





ATTRACT & ENGAGE
Smarter Growth Marketing

What our customers say

We have a proven track record of delivering excellent results for businesses across the built environment.

From construction contractors to maintenance firms, landscapers to civil engineers, green energy to decarbonisation, and everyone in-between.

Here's a selection of some recent client testimonials.



"The A&E team are a joy to work with and have consistently produced excellent work in support of our brand & performance initiatives."

**Sam Roberts,
Marketing Director**



"I'm thrilled we found Attract & Engage as early as we did in our planning process. They skilfully supported us with strategic communications advice and helped shape our thinking."

Steffan Battle, Interim MD



"After deciding to outsource our marketing to A&E, their delivery has been truly excellent."

Roland Archer, Sales Director



"A&E has made a huge difference to our online presence. We now have several new clients due to their work."

Charlie Butler, Director



ATTRACT & ENGAGE
Smarter Growth Marketing

AGENDA

What's in store?

1. The role of brand in the built environment
2. Sales coalface – With insights from James Maguire, Director, Crannull
3. Brand checklist (with actionable take-aways)

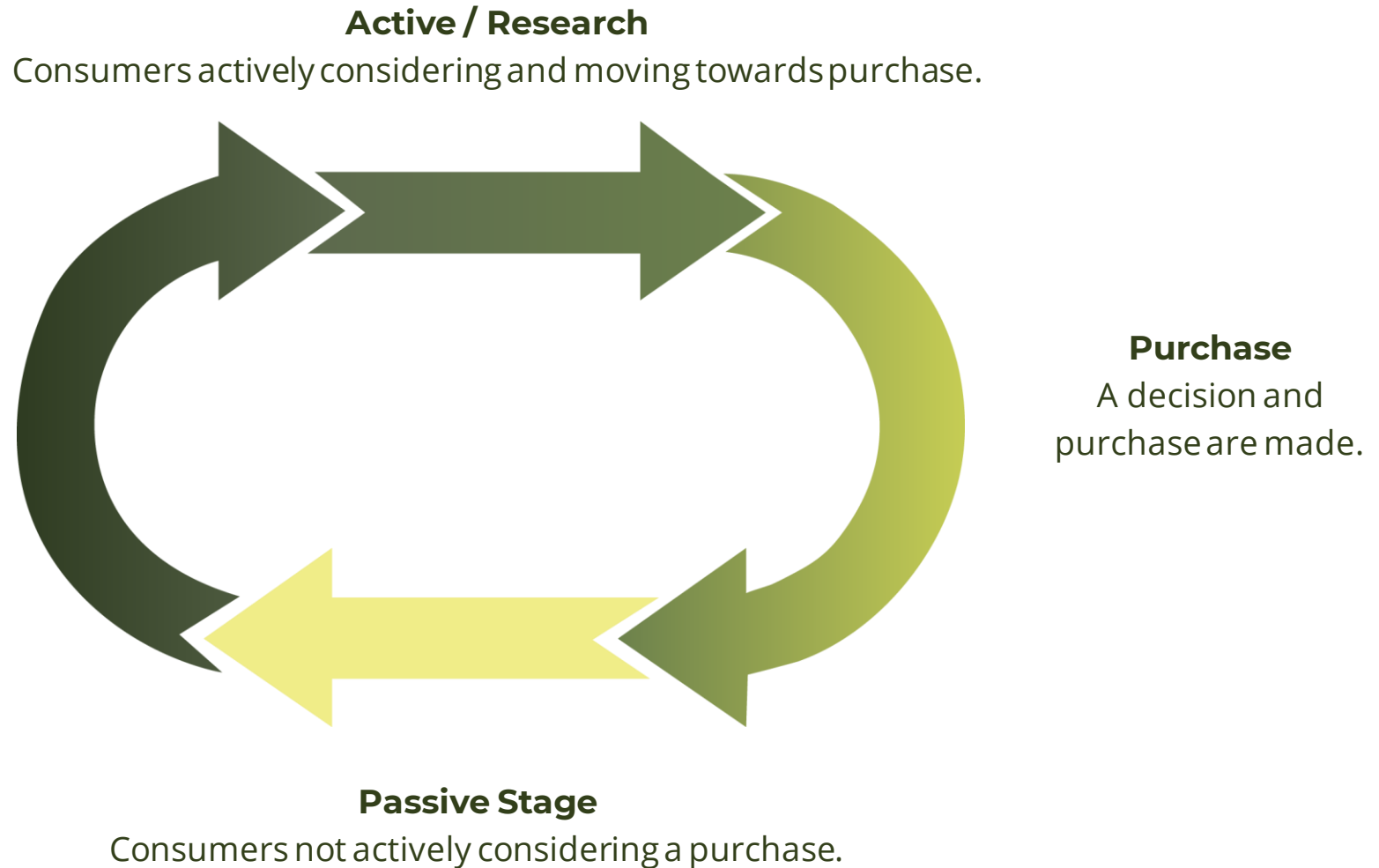




ATTRACT & ENGAGE
Smarter Growth Marketing

BRAND

The Purchase Cycle





ATTRACT & ENGAGE
Smarter Growth Marketing

BRAND

What do brand tactics look like?

ASHWELLS
Reclaimed Tropical Timber


Sentinel
Contracting plc

 **Ground Control**



Join us for a guided tour,
watch the process and learn how
we can support your projects with
our FSC reclaimed tropical
hardwood timbers.

Email to book your place:
info@sgd.org.uk Visit our website: 

Ashwell Reclaimed Timber Ltd - Eg, Wick Place Farm, Upminster, Essex, RM14 3TL





VIEWPOINT

Does brand make a difference at the sales coalface?

James Maguire, Director, Crannull

www.crannull.co.uk

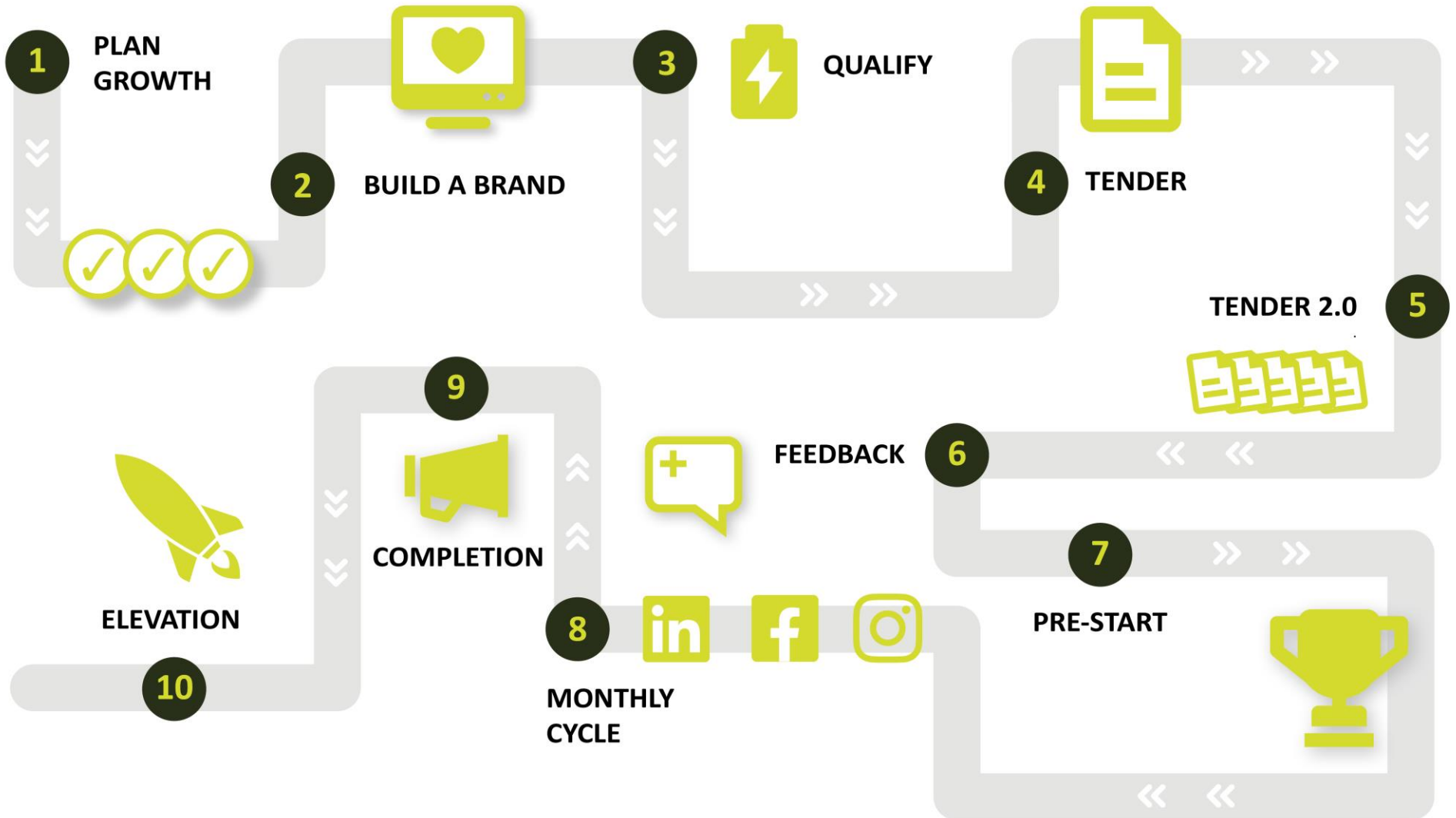


ATTRACT & ENGAGE
Smarter Growth Marketing



ATTRACT & ENGAGE
Smarter Growth Marketing

Our 10 point checklist



NEXT STEP

Build your brand

A roadmap to help you create a credible and visible brand



Define your aligned brand

What is it that sets you apart?
What is it that pulls you together?



Brand your touchpoints

Don't let target customers jump to their own conclusions



Increase visibility

Actively expand your audience on and offline



Increase credibility

Showcase your authority in the space. Create opportunities to educate & engage your targets



Be consistent & personal

Don't stop. Do more.



ATTRACT & ENGAGE
Smarter Growth Marketing

QUESTIONS PLEASE?

FREE GUIDE

More you'd like to understand?
Our 10-point marketing & PR
checklist for built environment
businesses is available to
download.

Visit www.attractandengage.co.uk
for your copy.





ATTRACT & ENGAGE

Smarter Growth Marketing

Thank you



01277 715646 / 07855 409970



jill@attractandengage.co.uk



Mayflower House, 128 High St,
Billericay, CM12 9XE