



ATTRACT & ENGAGE
Smarter Growth Marketing

Online Event

Construction Case Studies

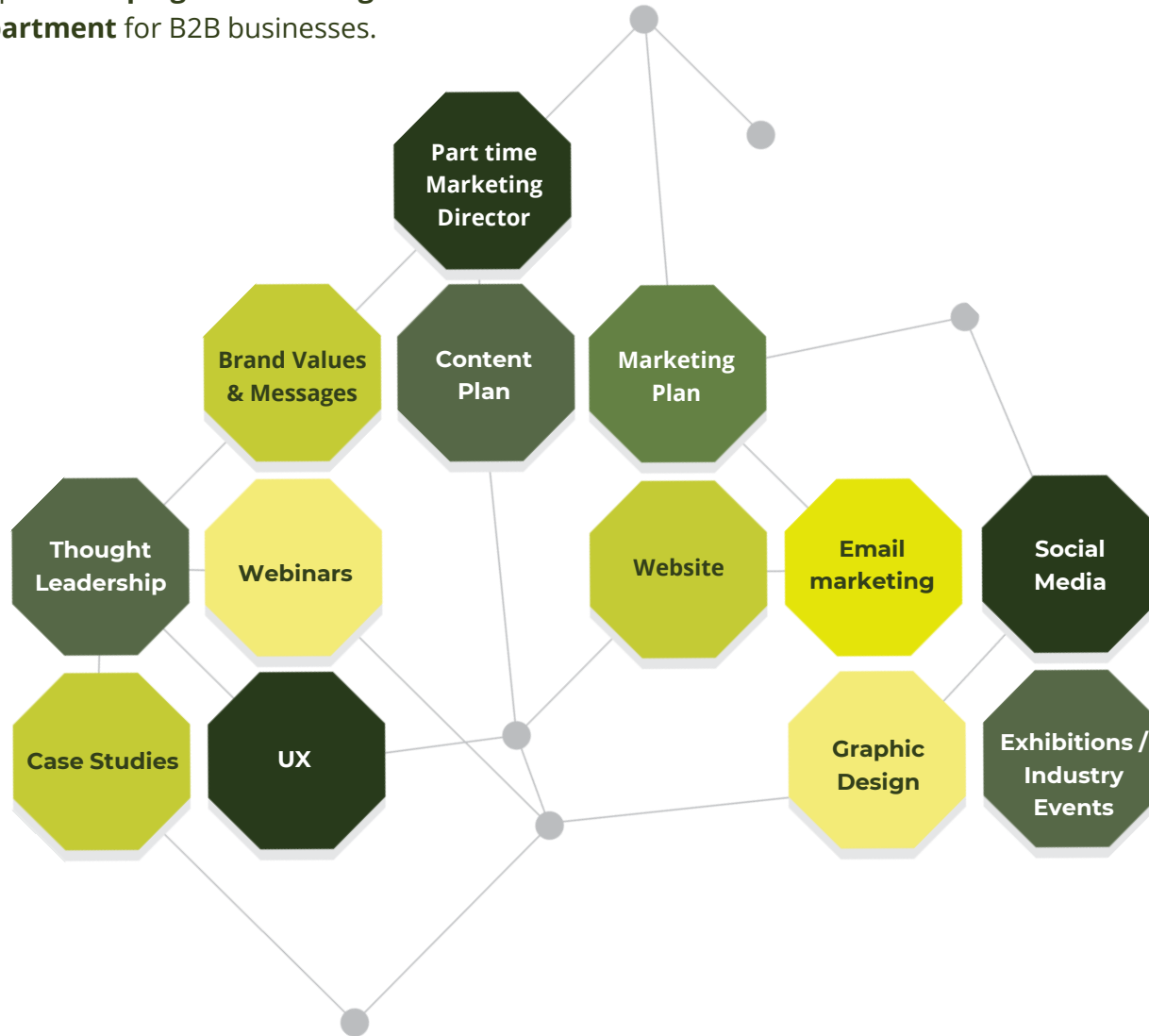
Remo, Tuesday 9th July
1.15 – 1.45pm



EXPERTISE

What we do

We provide a **plug-in marketing department** for B2B businesses.





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What our customers say

We have a proven track record of delivering excellent results for B2B firms.

From construction contractors to maintenance firms, professional service business to manufacturing 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



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AGENDA

What's in store?

1. What content do your buyers need?
2. Case study framework
3. Top Tips
4. FAQs





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#1 FUNNEL

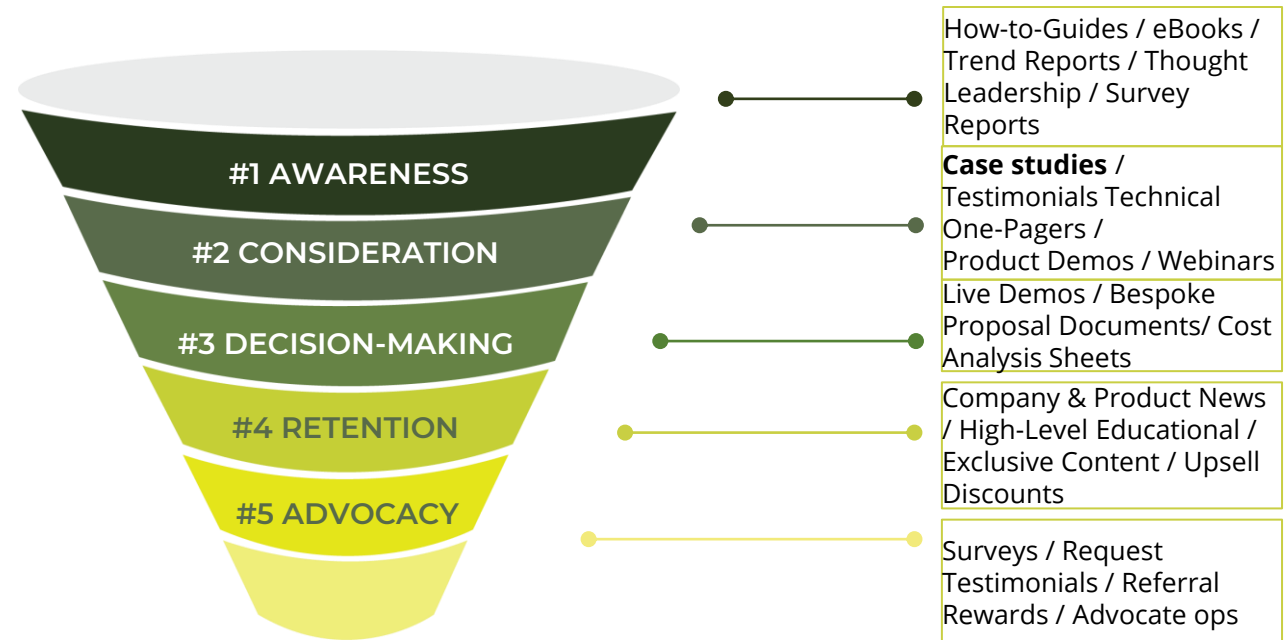
B2B Buyer Journey

The B2B sales process is long and complex.

Your decision-making unit often includes multiple buyers, users, gatekeepers and influencers.

Each person values different benefits and wants to be served different content at each stage of their sales journey.

96% of B2B buyers say vendor-focused content & case studies are important when they're considering purchase.



73% of B2B buyers say that case studies are a key factor in their purchasing decision





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#2 FRAMEWORK

B2B Case Study

V. Executive Summary	
Executive Summary	<i>1-2 sentence summary of how the customer uses your product and the results they've seen</i>
Pull Quote	<i>A concise, compelling quote from the selection below</i>
Proof Points	<i>3 metrics-focused bullet points highlighting ROI</i>
VI. The Problem	
The Problem	<i>A brief description of the space the customer is in, and their key concerns for the area that you can help in. Focus on what the status quo was before and how it was flawed.</i>
Optional Quote	<i>Quote what the breaking point was. (Bonus points for including something about the business impact of the old status quo)</i>
VII. The Solution	
The Solution	<i>Describe how your product uniquely solves the problem, how it fits into the larger workflow of the team, and how it was implemented.</i>
Quote	<i>The immediate impact on the team's workflow/workload/etc</i>
Quote	<i>The measurable benefits of the product</i>
VIII. The Results	
The Results	<i>How your product has impacted high-level business success for the customer, including time saved, money saved, other projects the team can work on, team happiness, etc.</i>
Quote	<i>How the solution has impacted the team longer term</i>
Quote	<i>How the future looks better because of your solution</i>



#3 TOP TIPS

Zest Recycle Case Study | August 2023

Greensleeves Care

The twenty-eight care home business was looking for a personalized approach to their waste management. Consolidating the supply chain with a standardized approach, delivering cost benefits & delivering on the sustainability strategy were primary drivers.

Background

Government compliance twenty-eight care homes across the UK, with a focus on meeting waste and recycling targets for their business. They also wanted to ensure compliance with the new Extended Producer Responsibility (EPR) regulations in the UK.

The Solution

Using our standardised process, we helped Greensleeves Care meet their 2023 targets and the information gathered during the discovery part of the project was used to help them understand the benefits of working with us. We also provided a comprehensive overview of the waste management process to help them understand the value of working with us. We also provided a comprehensive overview of the waste management process to help them understand the value of working with us.

The Results

As a result of this project, we have helped Greensleeves Care meet their 2023 targets and the information gathered during the discovery part of the project was used to help them understand the benefits of working with us. We also provided a comprehensive overview of the waste management process to help them understand the value of working with us.

Case Study

Milton Hill Business Park

Supporting EMCOR in their mission to reduce the environmental impact of their operation.

Client: EMCOR
Project: Milton Hill Business Park
Additional project area: Hard & Soft Landscaping
Location: South East
Value: £50,000 - £100,000

OVERVIEW

As grounds maintenance contractor, Ground Control work in partnership with EMCOR, on behalf of Invalley, to maintain the grounds at the Milton Hill Business Park. The area of the park is an extensive "stepped" space for visitors and staff, that also meets the client's ambitious biodiversity net gain and corporate social responsibility targets.

Wherever possible, day-to-day grounds maintenance operations at the Milton Hill Business Park are powered by electric tools and plant.

Considerations are also made to account for the perimeter, including an educational facility, retail, and residential properties.

SCOPE OF WORK

As a result of this project, we have helped EMCOR meet their 2023 targets and the information gathered during the discovery part of the project was used to help them understand the benefits of working with us. We also provided a comprehensive overview of the waste management process to help them understand the value of working with us.

CLIENT: Facilities Managers and Managing Agents **SERVICES:** Grounds Maintenance
info@ground-control.co.uk | www.ground-control.co.uk

Case Study

Milton Hill Business Park

A SUSTAINABLE EDGE

Client's new sustainability goals, EMCOR are an extension to "reduce the environmental impact of our operations" alongside Invalley's Corporate Mission to "have the world in a better place than we found it" by 2030, with a commitment to the planet.

As a result of this project, we have helped EMCOR meet their 2023 targets and the information gathered during the discovery part of the project was used to help them understand the benefits of working with us. We also provided a comprehensive overview of the waste management process to help them understand the value of working with us.

CLIENT: Facilities Managers and Managing Agents **SERVICES:** Grounds Maintenance
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BATTERSEA POWER STATION

SC Sentinel

CLIENT: Nuffield **SECTOR:** Mixed-use scheme **SERVICES:** Firestopping **REGION:** London **SIZE:** 8 million sq. ft **PROJECT VALUE:** £9 billion

Project Overview

Battersea Power Station has been a London landmark for almost a century. The most famous part of the development, Battersea A, with its turbine hall and four massive chimneys, has stood since it was completed in 1955.

The Grade II listed status of the entire building, close to the south bank of the Thames and visible for miles around, meant any retrofit-ment had to retain the chimneys and the exterior of the turbine hall.

When we began on a new version of the site opened to the public in 2022, Sentinel was vital to install the fire system within the power station.

The redevelopment of Battersea Power Station was one of the most substantial and high-profile projects to take place in the capital in recent decades.

This is a new residential and business quarter for this corner of south London with homes, shops, bars, cafes, offices and more than 18 acres of public space. The area is renowned for the rest of the capital by a new station on London Underground's Northern Line.

Project Brief

We were commissioned to work on Phase Two, the power station itself, by Battersea - which finished in 2022, during the project, and now delivers its products under the Nuffield brand name.

Sentinel's extensive expertise in passive fire protection meant we were able to take the lead on delivering our contribution to this phase of the project, whose design was created by architect Wilkinson Eyre.

Our job was to install high-impact soffits boards in multiple areas of the project. This work helped to deliver a new version of Battersea Power Station that retained a sense of scale and grandeur. There are full-height voids behind the southern and northern entrances, a vast central atrium, and retail areas in what used to be the turbine halls.

We are confident that Sir Giles Gilbert Scott, a famous architect and industrial designer of the 1930s, would approve of a scheme that changed the use of his notable site so completely while retaining the features that made the power station so iconic.

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Challenges / Solution

Sentinel's experience in delivering both in the protection solutions from the industry's leading practitioners paid substantial dividends in our work at Battersea Power Station.

Our visual inspection looked at the firing spacing, drop and install services, board full fitting and surface level install. The products we used were designed precisely for firestopping functions, but our expert teams managed to deliver a top-quality finish.

As Aaron Gardner, our national specification manager for Nuffield, said: "In my opinion the install was exemplary and for a product that is not designed to be so decorative."

"With the current climate based there will always be a variation in colour. This is understandable due to the manufacturing process. Sentinel installed the boards in a manner where the colour variation was sympathetically installed to create an aesthetic finish.

"There is usually a 5mm variance in the height of the boards due to the nature of a concrete slab and the compression of the boards when fixed. On such a large span of soffits, the fact that Sentinel installed the system to such a small level of variance was impressive - along with the alignment of the boards."

The Result

The expertise that made Sentinel London's favourite the protection subcontractor enabled us to install the soffits system at Battersea Power Station to an extremely high standard.

Our superior attention to detail ensured that Nuffield was able to achieve its vision - and we are delighted to report that our client rated our soffits installation here as one of the highest standards they had ever seen.

A Sentinel team packed with firestopping know-how ensured that the space of being allowed to Nuffield's methodology while remaining aesthetically compliant with the overall project vision.

Aaron Gardner added: "The overall quality of installation was extremely high in a challenging environment. The 'how' and 'why' from the inspection was beyond satisfactory.

We were also pleased to see Phase Two of the new Battersea Power Station reflect a host of prestigious awards in 2023:

- Completed Buildings: Mixed Use category at the World Architecture Festival
- Best Overall & Conservation: New London Awards
- Bonus: Multi-Use World Architecture Awards
- Refurb: Brickwork Award
- Highly Commended in Mixed Use Architecture Journal
- Best Commercial or Public Building: L&L Building Excellence
- Best Urban Regeneration Project: Maps Awards

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Case Study

Blackrose Pubs

Background

Blackrose Pubs operate over 40 pubs across the UK. After working with a national waste management company, they asked Zest Recycle to help with their desire for sustainable recycling and waste management operations.

Results

Our partnership resulted in cost savings of 22% within the first year and increased recycling from 40% to 85%. We collectively won a Green Apple Award for environmental best practice and were highly commended at the waste2zero awards for best waste project communication and stakeholder engagement award.

22% cost savings within the first year

Increased recycling from 40% to 85%

40+ pubs

Read the full case study here:

How did we do it?

A full estate audit, visiting every pub enabled us to identify opportunities to optimise segregation, increase recycling performance and rationalise services to reduce costs.

The audit revealed areas for improvement which included:

- Improving the consistency and availability of recycling services
- Introducing containers for segregation of recyclables in bar areas, store rooms, and kitchens
- Consolidating collection frequencies
- Redesigning clear and bold signage to aid better segregation
- Implementing a communication campaign to launch the new system and educate staff

"Their approach and transparency in presenting the opportunities was refreshing and we are looking forward to further building on our success to ensure we are delivering a sustainable performance across all of our pubs.
Helen Smith, Procurement Manager for Blackrose pubs

"Blackrose were fully committed to improving the sustainability of their waste operations. Their collaboration and transparency allowed us to get under the skin resulting in fabulous outcomes"
Rosalind Archer, Sales Director for Zest Recycle

Read the full case study here:



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QUESTIONS PLEASE?

FREE GUIDE

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

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





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Thank you



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