

JEWSON



**THIS SLIDE IS A YOUTUBE VIDEO PROVIDING A BRIEF SNAPSHOT OF THIS CASE STUDY
SIMPLY CLICK ON THIS SLIDE TO PLAY**

Phase One

- **Phase one of the project consisted of presenting a series of design and marketing concepts and establishing a favoured tone**
 - **This was then replicated across all of their social media channels**
-

The Approach

- **Jewson is a well-known chain of builders merchants. They supply building materials & equipment, supplies, tools & timber with over 600 branches across the UK.**
- **They were in the midst of creating a new brand identity and wanted to establish themselves as one of the biggest building material suppliers in the UK.**
- **I was tasked with writing a series of blogs and web content and creating multi-channel marketing campaigns that included social media advertising, email marketing and an SEO strategy.**

out of your
project



BUILD AVIATOR



SELF BUILD



JEWSON KITCHENS



ROOF TRUSS ENQUIRIES

MOST POPULAR PRODUCTS



Tarmac Toplite Standard ...
Product Code: BLTMC401

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Isover Cavity Wall Slab C...
Product Code: IWCWS075

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CLS Kiln Dried PEFC 50 x...
Product Code: PCL5010C

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Multi-Purpose Wipes Tub ...
Product Code: EQSYC241

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Key Targets

- **Ensure brand imagery and tone of voice consistent throughout website, social media and email marketing**
- **Email signatures, ad-hoc adverts and pitch document templates**
- **Increase newsletter subscribers from 500 people to 2,000 people over a 12 month period**
- **Win new business with an integrated content marketing strategy**
- **Increase brand awareness and leadership**
- **Boost engagement**

Phase One

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- **This was then replicated across all of their social media channels**

Phase Two

The next steps were to create a content marketing channel that combined the following:

- **Blogs**
- **Features**
- **Social media marketing and customer service**
- **SEO strategy**

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 - New Manchester schemes set for approval
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- Buy Online
- Multicomfort

Construction projects in high demand

Published on 18 March 2016



Construction projects are in such high demand that the majority of traders have had to turn away work, according to new findings.

Research published by the ECIS revealed that 58 per cent of people are having to turn away work.

In addition, 48 per cent of those polled felt confident about the year ahead. Furthermore, 41 per cent said their business was coming under increased pressure to fulfil contracts.

More worryingly, 38 per cent confirmed they had resorted to unskilled labour to help fulfil contracts.

Speaking about the findings, Phil Scarrett, sales and marketing director for ECIS, said: "Despite the fact that fewer tradespeople saw their earnings going up last year compared to the year before, contractors are

Social Media

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scheme approved

- MPs pave way for third Heathrow runway
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Speaking about the findings, Phil Scarrett, sales and marketing director for ECIS, said: "Despite the fact that fewer tradespeople saw their earnings going up last year compared to the year before, contractors are generally feeling more confident about 2016 than they did this time last year.

"However, the fact that 22 per cent of tradespeople would not encourage young people to enter the industry underlines the struggle many people in the trade are facing between earning a living, managing customer demands and having a life outside of work. There is no shortage of work to go around, but serving that demand is evidently a source of significant pressure for tradespeople – so much so that 38% have had turn to unskilled labour."

It has also been reported that their work/life balance had tipped heavily towards work during 2015.

A quarter of tradesmen regularly working evenings and weekends, and 60 per cent said they had felt more pressure to do so. In addition, 35 per cent earned more in 2015 compared to the year before.

Mr Scarrett added: "This can add further pressure in terms of training and ensuring people taken on have the right level of competence to undertake the work needed. 2015 saw the introduction of the new Construction Design and Management Regulations, which puts new requirements on the contracting sector to support risk management and part of this is having the right people for the right job at the right time."

Janine Griffiths

The Solution

Communication in its various formats are central to Jewson and the construction industry as a whole.

On Facebook, Twitter and LinkedIn, I used multimedia content that combined

- Video**
- Text**
- Blogs**

To engage potential clients and advertise Jewson's services

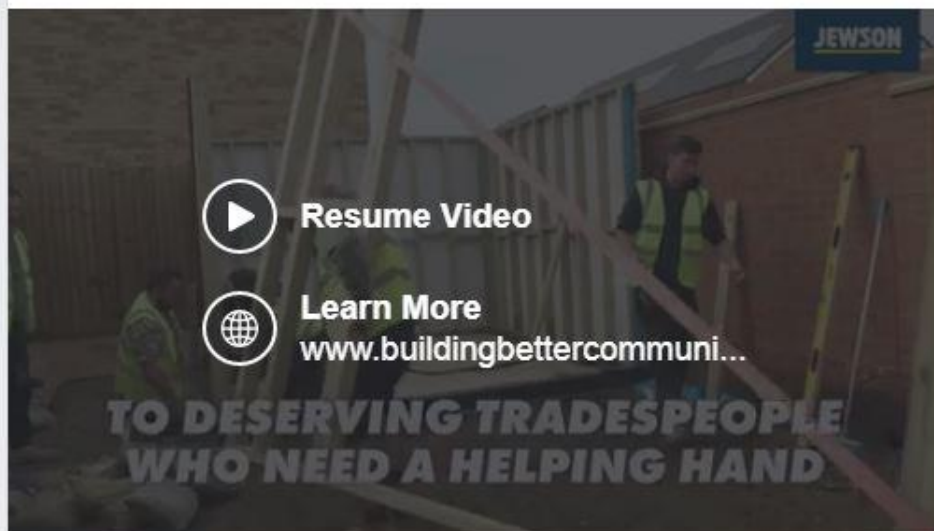
JEWSON

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Send Message

Do you know of a worthy project that makes a huge difference in your community? Whether it's a village hall wanting a new roof, a tradesperson in need or a sports club with poor facilities, we want to support good causes at the heart of local communities. Nominate now at www.buildingbettercommunities.co.uk



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Jewson

23 April · 🌐

The Building Better Communities deadline is fast approaching with just over 2 weeks left to nominate. Do you know of a worthy project that makes a huge difference in your community? Nominate it now at www.buildingbettercommunities.co.uk



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Jewson Tavistock

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Construction

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Retail company

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SEO Strategy

My SEO strategy consisted of the following:

Conducting keyword research using Google Keyword Planner and MOZ

Creating SEO site structure documents

Implementing the SEO strategy on the backend of the website, using Yoast

Creating SEO-optimized website copy

Optimizing URL links

SEO Strategy Continued

My SEO Strategy also included the following:

- **Optimizing meta description, title tags, image alt tags and URL address**
- **Generating backlinks using a combination of marketing and pitching**
- **Tracking and analysing SEO status using Google Search Console, SEMRush and MOZ**



https://www.jewson.co.uk/



URL Overview Report for google.com database

ORGANIC SEARCH

2.5K TRAFFIC

Keywords	3.4K
Traffic Cost	\$115

PAID SEARCH

0 TRAFFIC

Keywords	0
Traffic Cost	\$0

BACKLINKS

101 TOTAL BACKLINKS

Referring Domains	24
Referring IPs	23

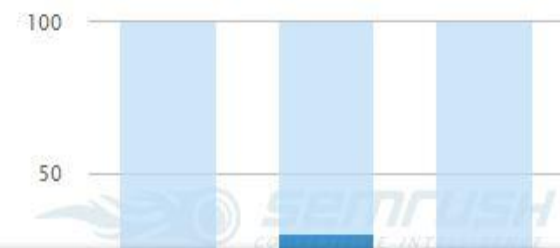
DISPLAY ADVERTISING

32 TOTAL ADS

Publishers	22
Advertisers	0

HTTPS://WWW.JEWSO.N.CO.UK/ VS JEWSO.N.CO.UK

Legend: https://www.jewson.co.uk/ (blue), The domain's other URLs (light blue)



Results

- A 3X increase in ROI as measured through:
 - Google Analytics
 - Facebook Insights
 - Twitter Insights
 - MOZ
- Increasing Facebook followers from 20,000 followers to 35,000 followers
- Increased customer signups by 2,000, as measured via Salesforce
- Jewson moved from page 3 to Page 1 for more than 50 keywords



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