

# MARKETING SPECIALISTS

for the built  
environment

FABRICK



# WHO IS FABRICK?

**Fabricket is a specialist marketing and PR agency working exclusively in construction, property, architecture and the built environment.**

We are not your usual agency and here's why:



We are a multiple winner of the Construction Marketing **Awards Agency of the Year!**

**37**  
YEARS

We understand the industry and use our **extensive expertise** to create solutions that deliver results



We have a team of **25+ in-house specialists** spanning marketing, PR, creative, social, digital, research and strategy

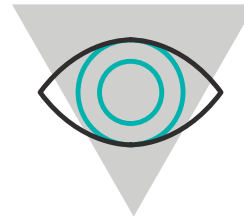
# WHAT CAN WE HELP YOU ACHIEVE?

**Fabrick's team wants to help you make a real difference to your business. We want to help tell your story, build your brand and ultimately meet your goals and objectives.**

We will use our extensive knowledge, expertise and experience to help clients:



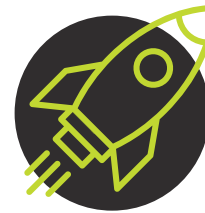
Increase  
market share



Raise your  
profile



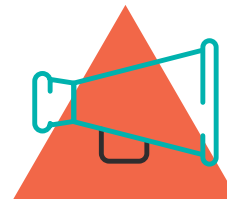
Generate  
sales leads



Launch products  
and services



Achieve industry  
leading status



Create collateral and tools to  
get your business noticed

**And more...**

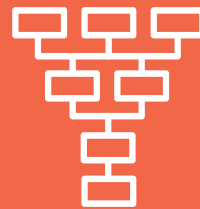
# THE SERVICES WE OFFER

We deliver B2B, award-winning content campaigns through:

- **Strategy & Planning**
- **Design & Development**
- **Brand Awareness & Influence**

## Strategy & Planning

Fabrick believes that every successful project starts with a clearly defined strategy and includes careful and considered planning. We create strategies that provide the framework to help our clients achieve their goals and achieve this through the services listed below:



Marketing Strategy  
& Planning



Competitor  
Analysis



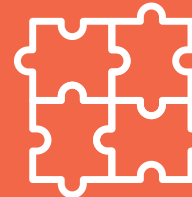
Crisis  
Communications



Market  
Research



Positioning



Integrated  
Marketing

# Design & Development

Design is a crucial element when telling your story and communicating key messages to your target audience groups and sectors. Fabrick's internal creative and digital teams work together to create solutions that help you stand out from your competitors and ensure your content engages, influences and encourages the desired action. They achieve this through the services shown below:



Creative Advertising



Literature & Direct Marketing



Illustration & CGIs



Video and Animation



Website Design & Build



Branding & Identity

# Brand Awareness & Influence

Fabrick are experts at delivering content-based campaigns. We know how to identify a good story and we know the best communication channels to use to amplify the story and extend its reach. Our PR and content teams produce content that informs, educates and influences audiences. They do this through the services highlighted below:



PR & Media Relations



Content Marketing



PPC



Social Media



SEO



Media Planning & Buying



Events



Email Marketing



Community Engagement

# WHAT'S OUR approach?

We take the time to **understand our clients' businesses**

We ask our clients "What **does success look like?**" so we can ensure their objectives are the right ones and **we can deliver the results** they're looking for

We **identify the skillsets** needed to deliver a client's project and select our best in-house specialists **to work their magic!**

We use our **industry knowledge** and marketing expertise to create **tailored campaigns** and strategies that **deliver real results**

We **monitor and review** the progress of our campaigns

We achieve **client satisfaction** and positive relationships by **delivering successful campaigns**



# Whitecode Consulting

## Integrated Marketing

**Objective:** Building services consultants, Whitecode Consulting, came to Fabrick with a clear objective: to raise the profile of the business and build the brand experience to better reflect the personality of the business and its modern approach.

**Action:** Fabrick delivered a successful rebrand and content campaign as part of a long-term communications strategy that saw the production of regular digital 'top tier' content, the creation of a new website, a new modernised logo, the development of their social channels and PR features, blogs and case studies.



Visit website for more examples

# CASE STUDIES

## Results:

- The new brand created a tool for **competitive distinction**
- Whitecode was **repositioned as a thought-leader**
- **A 50% uplift** in enquiries and a 51% profit increase was achieved
- **Development of social channels** to better reflect their personality

## BREEAM

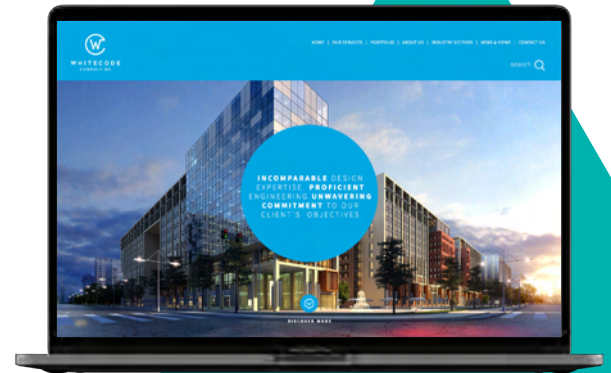
### PR & Media

**Objective:** BREEAM is the world's leading sustainability assessment method for masterplanning projects, infrastructure and buildings. Despite its wide application, there are misconceptions surrounding the standard. Fabrick was appointed to address this and influence and educate nonbelievers and sceptics.

**Action:** Fabrick created and implemented a PR plan that included fact-based technical features and thought-leadership pieces, a blog programme, case studies and ongoing media meetings.

## Results:

- **Non-believers have been educated** and influenced through the PR campaign
- BREEAM now has **positive relationships** with the trade press
- Achieved a **monthly ROI of 4.5** and an **AER of 255,000**
- Following the success of the UK campaign, Fabrick has now **implemented the campaign across Europe**



# Have we convinced you? Contact us today

Fabrick is genuinely passionate about what we do. Our extensive industry knowledge and marketing expertise sets us apart from many other agencies. We understand the issues and challenges that clients within construction and the built environment face and provide solutions that deliver real results.



Scan me

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+44(0)1622 754295



hello@fabrick.agency



www.fabrick.agency

