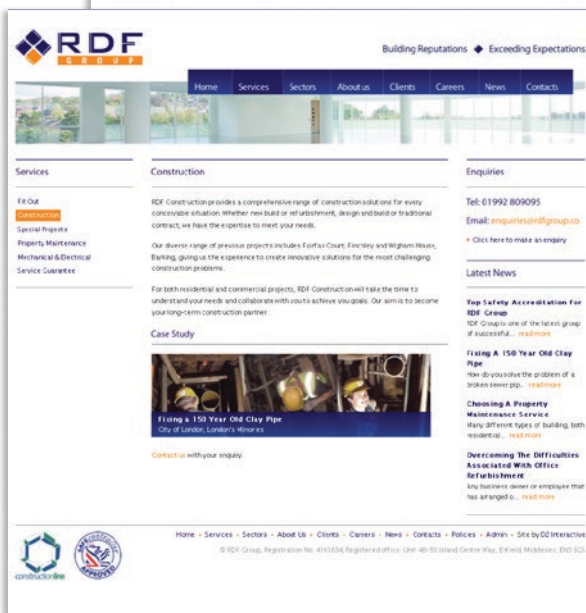
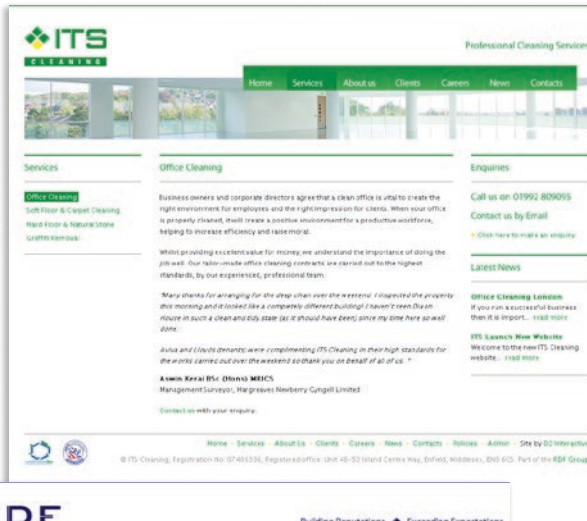


RDF Group

RDF Group is a property maintenance and fit out contractor operating throughout London and Home Counties. The company was founded in 1991 and currently turns over approximately £3m.



Objectives

- ▶ Copywriting for RDF Group company website
- ▶ Case studies for RDF Group company website
- ▶ Copywriting for IST Cleaning company website

Solution

As you would expect, the main focus for RDF's MD is winning new work and satisfying his existing clients. When they decided they needed a new website, they just couldn't find the time to write the content for it. Although RDF considered other copywriters, they were never confident that a 'generalist copywriter' understood the important terminology of the construction industry. We went to see them and after a short briefing meeting, they engaged Keystone Construction Marketing to write the content for the new website. A few months later they contacted us again for a new website they had created. Following that they asked us to write the copy for their project case studies.

Services

- ▶ Website Copywriting
- ▶ Case Studies

For more information call **020 3326 0429** or email info@KeystoneCM.co.uk

“ We used Keystone to write up some project case studies for us. They have a good understanding of our business and the work they did was exactly what we wanted. We won't hesitate to use them again when we need more marketing work done. ”

Robert Webb, Managing Director – RDF Group