

## Putney & Wood

Putney & Wood is a highly successful stone masonry contractor based in Grays, Essex. The company was founded in 1991 and currently turns over approximately £5m.



### Objectives

- ▶ Raise company profile with key architects
- ▶ Target profitable work from specific main contractors
- ▶ Improve tender / order conversion ratio

### Solution

Keystone Construction Marketing acts as Putney & Wood's marketing department, providing on-going marketing advice and support. We plan and implement all aspects of the company's marketing and business development activity.

### Services Provided

- ▶ Website Design and Copywriting
- ▶ e-Mailshots
- ▶ Project Photography
- ▶ Digital Marketing
- ▶ CPD Seminars
- ▶ Magazine Advertising
- ▶ Business Stationary
- ▶ Digital Brochure
- ▶ Printed Brochure
- ▶ Awards Entry
- ▶ CPD Seminar Design and Copywriting

For more information call **020 3326 0429**  
or email [info@KeystoneCM.co.uk](mailto:info@KeystoneCM.co.uk)

“ We brought Keystone in to raise our profile and they've certainly done that for us. Now they do all our marketing, PR, the website, photography, adverts; the whole lot. **They understand what we need as a specialist contractor and they just get on with it.** ”



Andy Wood, Operations Director  
– Putney & Wood