

Stone & Ceramic

Stone & Ceramic is a specialist tiling subcontractor working on high specification commercial and residential projects throughout London and the Home Counties.



Objectives

- ▶ Audit existing marketing operations and identify improvements to support growth plans
- ▶ Create a three year marketing strategy
- ▶ Implement the marketing plan on an ongoing basis to support sales growth

Solution

As the company entered a new, ambitious growth phase, the directors realised they would need to improve the way they presented and promoted the company in several areas. They initially employed Keystone Construction Marketing to create the marketing strategy, but the brief developed over time to include the consultancy and implementation.

Services

- ▶ Marketing Strategy
- ▶ Case Studies
- ▶ Website Design and Content
- ▶ Press Releases
- ▶ Printed Company Brochure
- ▶ E-Newsletter and Copywriting
- ▶ Project Photography
- ▶ Business Stationery
- ▶ SEO
- ▶ Magazine Advertising

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

“ We were so impressed with Alan’s contribution and attention to detail whilst we were refreshing our branding and website that we’ve asked Keystone Construction Marketing to do the same for our subsidiary companies. **We would not hesitate to recommend them and look forward to their continued marketing support in the future.** ”



John Rushworth FCIQB
MD – Stone & Ceramic