

# CASE STUDY

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## Absolute Architecture



### OVERVIEW

When Absolute Architecture came to Your Marketing Department in 2019, they were at a cross roads. They had grown the team and now wanted to refocus on winning larger income projects so that they could grow the business without needing to hire any more employees and affect margins.

### WHAT WE DID

- Full review of the marketplace and where to best focus their marketing, both from a customer and a geography point of view
- Development of positioning and messaging
- Full communications plans, highlighting all channels, associated costs, linked to key objectives
- Delivering the marketing plan; sourcing & working with local suppliers to create collateral and update website.
- Regular marketing reviews, including monthly, quarterly & year end
- Training staff to take over the day to day running of the marketing

### RESULTS

- Robust marketing strategy & communications plan
- 200% increase in year 1 of large projects
- Continue to work with Your Marketing Department
- Over last 4 years, turnover has increased from £250,000 to £1.5m and have grown to a team of 13

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