



Your ready-to-use **marketing funnel** for...

CONSTRUCTION

Designed by marketing experts, for marketing experts | reech.agency

reech



Future under construction.


The industry is becoming increasingly competitive, making it harder than ever to attract and retain clients. Relying solely on word-of-mouth referrals is no longer enough. To stand out, leveraging a variety of marketing techniques is crucial to showcase your expertise, drive sustainable growth, and boost revenue.

Across the sector, professionals are facing challenges such as limited internal resources, skills shortages within teams, and a lack of dedicated investment. However, failure to dedicate time and focus will stifle your progress and limit your potential. Constructing a future-proof plan isn't just important – it's essential for success.

Why a marketing funnel matters.

A marketing funnel represents the entire customer journey – from discovering your business and their initial impressions through to engaging with your brand before becoming loyal advocates.

Ensuring each stage is carefully considered and catered for allows you to engage with prospects, convert them to clients, and build long-term relationships.



+50%

More than half of marketing budgets have remained static in recent years.

9/10

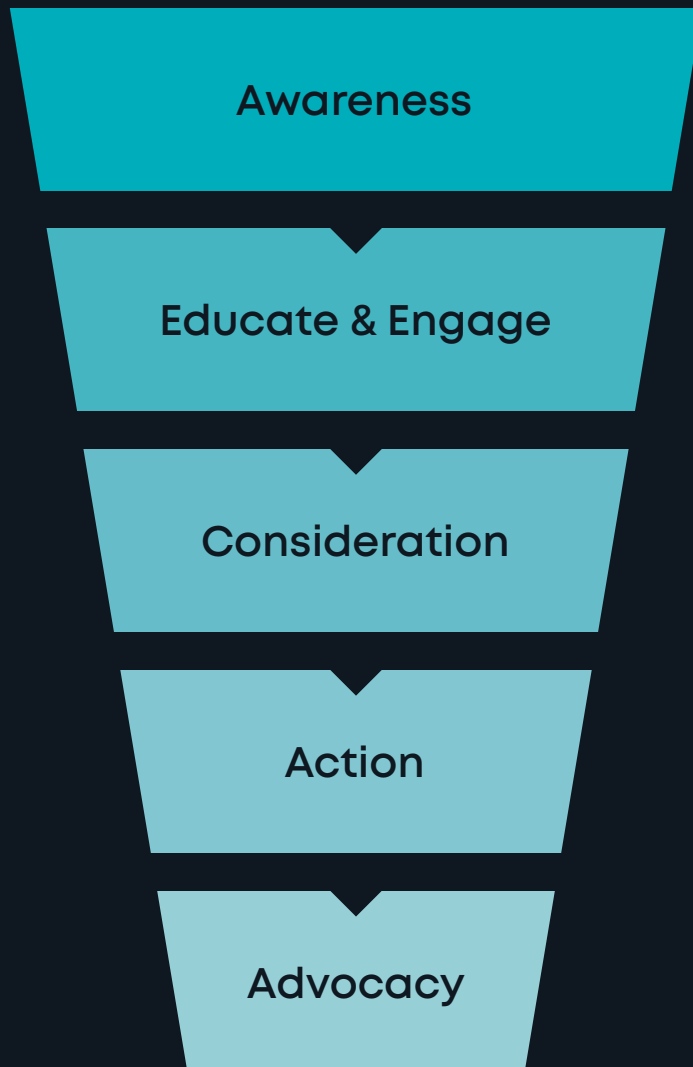
Nearly 9/10 respondents stated that marketing is important to their wider business.

45%

strongly agreed that marketing will be more important to their business in the future.

Source: Construction Manufacturers' Marketing Report 2022.

The Funnel.



Awareness

Blogs, articles and guides sharing industry updates and regulatory changes, SEO, paid social media ads, video marketing, and thought-leadership PR.

Educate & Engage

Case studies, webinars and workshops, email newsletters, and social media engagement.

Consideration

Lead magnets, interactive tools, and email campaigns.

Action

Special offers and discounts, consultations, personalised project proposals and quotes, live demonstrations, and phone call follow-ups.

Advocacy

Follow-up surveys and feedback, added value content, referral programmes, real-life success stories, and video testimonials.

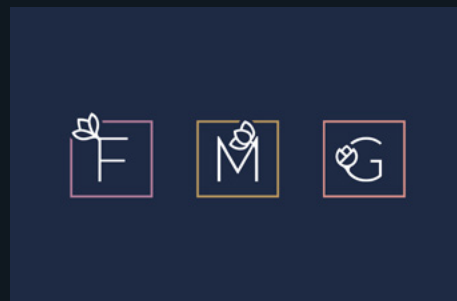
Reaching new audiences and driving engagement for regional developer Fletcher Homes.

30%

increase in website traffic YoY.

2.8m

increase in social engagement YoY.



“

“Stretching the Fletcher Homes’ brand across various development launches, print & digital assets, social and web was a fantastic creative challenge. All work was different enough to stay fresh while staying true to the brand.”

Dena Evans

Creative Director | Reech

Optimising conversion rates and boosting house sales for Primesave.

£6

cost per lead.

175%

increase in
conversions.

6.8k

increase in keyword
visibility.



“


“The Reech team have helped us to optimise our entire digital user journey: driving targeted traffic to our website with creative social campaigns and increasing our website conversion rate through a new website design.”

Martin Moore | Primesave

Some clients
you may know...



 **SALBOY**


Dodd Group

PREMIER 
MODULAR

BEAVER 
BRIDGES



We're a team of marketing experts that **drive growth for ambitious businesses**, with creative at our core.

Your solutions...

- ✓ Strategy
- ✓ Paid Search
- ✓ SEO
- ✓ Paid & Organic Social
- ✓ Email
- ✓ eCommerce
- ✓ Branding
- ✓ Web
- ✓ Media



See how we could help deliver growth and long-term success for your business.

We'd love to arrange a coffee to discuss your business objectives and how we could work together on your next marketing project.

Get in touch

☎ 01743 296 700

✉ hello@reech.agency



**The Drum
Recommends**

The Drum Recommends has named us a **top 20 branding agency** outside of London.