crofton

FINALIST 2013 B2B AWARDS

B2B AWARDS 2013

Category number: 24

Category name: Marketer of the year

Name: Katie Neal

Job title: Marketing Manager

Company: Crofton Design



Summary

Katie Neal is a B2B marketer with over 7 years' experience, working in-house for an SME consulting engineering practice since November 2009.

The marketing and public relations strategies she has adopted have led to an average growth in company turnover of 18% each year since joining. The company has won five awards – written by Katie – and has been recognised by the leading construction industry magazine as 7th fastest growing company in the construction sector.

Katie manages a busy corporate hospitality programme, averaging one event per month, whilst maintaining excellent relationships with suppliers and encouraging Crofton staff to participate in marketing activities. The success generated by the marketing activities Katie has undertaken led to the appointment of a full time business development manager for the business late in 2012.

While Katie has worked with marketing interns during this period – encouraging and imparting knowledge as they take their first marketing steps – she has sole responsibility for driving and implementing all marketing activities across Crofton's three offices in London, Kent and East Sussex. All this, managed on a budget of £7,500 per month.

Word count: 180

About the candidate

Katie Neal has been in-house Marketing Manager for consulting engineer Crofton Design since November 2009.



She achieved a BA (Hons) degree in Communications and Media Studies from Bournemouth University in 2006 and since then, has specialised in B2B marketing within property and construction.

Crofton objectives:

- Raise awareness of the Crofton brand amongst developers / architects / project managers / occupiers
- Maintain relationships with existing contacts
- Achieve growth through successful implementation of marketing strategy

Activities include (not limited to):

- Awards submissions
- Corporate hospitality
- Public Relations

The Brand

Formed in 2000, Crofton Design consulting engineers employs 35 people across three offices in Kent, London and East Sussex.

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With over 8,000 construction companies dissolved since January 2013 alone (www.companiesinadministration.co.uk at 29/05/13) it has been vital for Crofton to enhance its market position to aim for more prestigious projects where competitors have fallen away.

Crofton aims to deliver world-class engineering services on every project; large or small. Therefore, all marketing activities are positioned to reflect this personal approach.

Investment has continued to increase in line with turnover, despite being an SME.

These details were provided to judges in the original submission but are commercially sensitive and therefore confidential.

Appendix 2 – Marketing spend

Supporting Material – Company structure chart

Significant career achievements

Building Awards 2011 – Finalist

Building is the leading publication for the construction industry. The annual awards are dominated by national organisations, so Katie was delighted with the shortlisting of Crofton in the Diversity Award category.

Finalists included the Olympic Delivery Authority and winners Lakehouse; it was a great honour for Crofton to be recognised alongside such reputable companies and evidence that the investment in marketing was beginning to pay off.

This achievement gave Katie the determination to take home a trophy. Subsequently, she has created winning awards entries for five awards, and reached the final shortlist in four others.





























Significant career achievements

FORGE Property Partnerships 2010

Katie was instrumental in the development of this networking event aimed at bringing together London-based construction professionals in a cost-effective way.

Katie approached a number of complimentary organisations to become event partners.

A 'Question Time' format was devised, with an expert panel discussion, audience questions and networking.

Katie undertook:

- Developing and implementing communications strategy
- Developing speaker programme
- Event day logistics

Average number of attendees	192
% of guests who attended all events	24%
Average cost per partner	£2,667.50
Average cost per head	£69.47
Number of annual events held	3 (4th taking place 14/05/13)

Issues:

- Achieving sponsor buy-in – delivering a professional event to commit partners for 3 years
- Time management – clear strategy and planning required

Benefits:

- Elevation as 'thought leader'
- Raising brand awareness for minimal cost
- Alignment with influential companies











SWANKE HAYDEN CONNELL ARCHITECTS

schofieldlothian

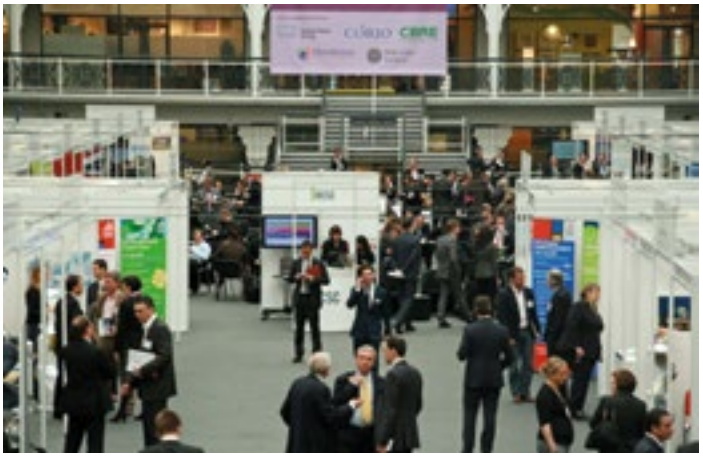
TaylorWessing

Appendix 3 – FORGE communications plan

Significant career achievements

Retail Connections (2008) for International Council of Shopping Centers (ICSC)

A new concept in leasing, shopping centre leasing managers take 'office' space and arrange a series of meetings with European retailers in London. Retailers fly in for one day to meet with numerous leasing professionals; saving time and money.



Katie's role:
- Market space to leasing managers
- Confirm retailer attendance
- Manage event sponsors

Issues:
- New concept for European audience – defining 'deal-making' in understandable terms
- Language barrier – marketing materials were easily translatable
- Self-financing – prioritising sales to meet targets

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Audience targeted through:
- Direct mail campaigns
- E-mail campaigns
- Meetings at retail exhibitions

The success of the pilot event ensured its status as a flagship event in the ICSC Europe calendar.

Achievements in the last 12 months

Kent Invicta Chamber of Commerce Awards 2013 – SME of the Year

Katie drafted the winning award submission for the Kent Invicta Chamber awards, held in March 2013. Crofton beat off competition from companies from all sectors across the county.

Judges were: *'…impressed with the innovative and forward-thinking approach which has resulted in significant business growth year on year for the past three years'.*

The win achieved significant coverage in the local press, and has resulted in a visit from the local mayor to the Kent office, arranged for June 2013.

It reinforces Crofton's status as the county's leading consulting engineering practice.



Associate Director Ian Marriott collects the trophy on behalf of Crofton at the Kent Invicta Chamber of Commerce Awards 2013


KENT INVICTA CHAMBER OF COMMERCE

30 REASONS TO JOIN TODAY

CHAMBER BUSINESS AWARDS – AN INSPIRATIONAL EVENING!

LOW COST

Join Kent Invicta Chamber for less than the price of a daily cup of coffee


Chances grow for smaller firms

Record number of entrants are aiming for excellence

Learn how to move into the digital age

Bumper year for Chamber awards

Expansion key to Crofton's top prize

Business



Achievements in the last 12 months

MIPIM 2013

MIPIM is the world's largest international property congress; attracting over 20,000 visitors and can be costly for SME's.

To gain maximum exposure, Crofton introduced the London Chamber of Commerce (LCCI) to the event in 2012, taking their CEO as Crofton's fully-paid guest.

LCCI subsequently took an exhibition stand in 2013, allowing Crofton a substantial discount on sponsorship.

Katie was seconded to LCCI to assist in project delivery; and delivered a well-received breakfast event for 110 people.

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LCCI achievements:

- Exposure to thousands of potential members
- Secured three new patron memberships worth £12,000 each

Crofton achievements:

- Exposure to LCCI network
- Over 150 contacts made during the 4-day event
- Raised brand awareness











Achievements in the last 12 months

Maintaining communications

Although Crofton is a small company, it can be difficult to maintain a cohesive feeling of togetherness with employees spread around the south east.

Katie has implemented activities to overcome this:

- Organisation of staff social activities
- Quarterly staff newsletters
- Regular website updates
- Weekly PR update emails

Building good working relationships across the team has been vital to ensure relevant project information is fed back to the public relations consultants; allowing them to deliver a high volume of press coverage.





Strategic vision and/or impact on the business

Raising brand awareness:
- Building Magazine's 7th fastest growing construction consultant 2012
- Development of striking corporate identity
- Appointment of public relations consultant.

Maintaining relationships
- Delivering average of 1 event per month, including:
  - St. George's Day reception
  - Technical seminars
  - Curling events.

Achieving growth
- Average annual 18% turnover increase for the past 3 years
- Working with the Engineering Development Trust (EDT) to encourage young people to take up a career in engineering
- Appointment of Business Development Manager due to successful marketing implementation.

Appendix 4 – St George's Day guest lists


TOP 100 / FASTEST GROWING COMPANIES

1	Jacobs Engineering UK	90.6
2	Housham Henderson Architects	59.8
3	Webb Yates Engineers	58.8
4	Pentalli Associates	50.0
5	Pascall & Watson Architects	48.0
6	Buxton Associates (Consulting Engineers)	37.8
7	Crofton Design	26.8
8	Royal Haskoning DHV	26.5
9	BJ Burgess	25.0
10	Ramboll	23.2









Impact on other employees and departments

External suppliers
Katie appointed Aylwin Communications in August 2010, and continues to manage this relationship, achieving an average of one clipping per week.

Marketing Interns
A series of university placement students have been hired as Marketing Assistants, providing excellent training opportunities for budding marketers.

Management
Katie reports directly to Managing Director Steven Hale, and regular update meetings take place with the Kent and Sussex offices to ensure open lines of communication.

Creation of new departments
Appointment of Business Development Manager due to successful marketing implementation.





Sharing good practice, changing perceptions



Sustainable design for Howick Place

Colleague testimonials

The recession turned out to be the best thing to happen to Crofton. Whilst construction has contracted 19% since 2008, appointing Katie in 2009 has seen our company grow 18% annually and significantly increase market share.

–

Steven Hale
Managing Director, Crofton Design
(Line manager)

Katie is dedicated, hard-working and enthusiastic. She is passionate about her job and continues to push her own boundaries in order to run a successful marketing department. Katie is a brilliant manager and deserves to be credited for her efforts.

–

Charlotte Horwood
Horwood, Marketing Assistant
(2010-2011)

Katie understands the value of good PR and works diligently to ensure we gain access to the materials we need to raise awareness of Crofton. Most importantly, we enjoy working with Katie because she appreciates what we do and is quick to praise; encouraging us to try even harder.

–

Richard Aylwin
Director, Aylwin Communications
(PR Consultant)

… I commend the organisers for putting on a thought-provoking, useful event.

–

The Rt. Hon. Michael Portillo
FORGE Chair 2012

Word count: 1,027

SUPPORTING MATERIAL

COMPANY STRUCTURE CHART

APPENDIX 1
MARKETING COMMUNICATIONS PLAN 2013

APPENDIX 2
MARKETING BUDGET
BREAKDOWN 2012

APPENDIX 3

FORGE 2012 EVENT REPORT AND FORGE GUEST LIST

APPENDIX 4
ST GEORGE'S DAY GUEST LISTS

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