

Case Study

Oakmasters



Project: Brand awareness through digital marketing

Designer and builder of oak framed buildings all over the UK and abroad for over 30 years. Oakmasters specialise in the design, supply and installation of beautifully finished, tailor made, structural oakwork.

The Brief

Increase brand awareness, build profitable relationships with customers and generate sales through a joined-up digital marketing approach.



Activities

Email marketing

Social media strategy & management

Facebook advertising

B2B and B2C blogging

SEO strategy

PPC

Case study production

Video content production

Successes

Brochure downloads from **email campaign: 1688**

179% increase in website traffic from Facebook

1,881% increase in Twitter goal conversions

Email marketing **conversion rate of 33%**

27% increase in sales

“Having started with a simple social media management contract over two years ago, Rose Media stepped up to every challenge we have thrown at them, always professional and always with a smile. Rose Media Group contributed considerably to the 27% annual growth we achieved last year. We have been very satisfied with the service and this year, we have entrusted them with the majority of our marketing budget.”

Katarina Hamilton

Director



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