

ABC Fit Outs Communications Strategy 2018

Introduction

ABC Fit outs is a specialist commercial office and fit out company working hard to establish themselves as a serious contender in the market for larger, higher value projects.

While ABC Fit Outs has great clients, lead generation mechanisms are not in place to identify companies that need refurbishment or fit out services, including how to keep in contact with existing clients and pre-empting their needs.

Aim

To proactively promote ABC Fit Outs as a specialist office design and fit out company that can deliver high-value projects on time, to budget and to a very high standard.

This communications strategy (and subsequent activity plans) will support ABC Fit Outs' vision over the next five years to:

- Increase turnover to £6m in 5 years
- Grow the team to approximately 8 members of staff
- Reduce the reliance on smaller projects with the aim of completing 50 high-value projects per year

Raising the profile of ABC Fit Outs will create an identity outside of the immediate client circle, as a successful office design and fit out company that is a great company to work for and with.

Objectives

In order to successfully achieve the aims, ABC Fit Out's communications activities will focus on three key objectives:

1. To significantly improve stakeholder perceptions within the next 12 months so that ABC Fit Outs is recognised as a company capable of delivering projects worth £250,000 and more.
2. Review and redevelop channels of communications to reflect company brand and customer journey.
3. Develop a 12-month content plan that raises the company profile, increases the number of visits to the website and generates more leads.

Key audiences

The key audiences for ABC Fit Outs are defined in terms of their level of knowledge about the company:

- Know nothing > Know us individually > Know us as a company > Have done business with us

Communication efforts will focus on three key audiences:

- Commercial agents - know us individually
- Existing clients - have done business with us
- End users - may know us but likely to know nothing

Key messages

All communications must portray that ABC Fit Outs is an established, professional company specialising in commercial office design and fit out, who are dedicated to delivering projects an exceptionally high standard, on time and to budget.

Central to this is the customer journey and benefits to the client.

- Designing and fitting out new office space or refurbishing existing offices to maximise the space and create an environment that employees love and will be proud of working in.
- Designing offices to meet the demands of today's varying working environments - from flexible working to furniture choices.
- Demonstrating ABC Fit Outs' experience and expertise.
- A full design and build service that offers clients a complete solution.

Fundamentally, the customer journey to develop a new office environment (whether that is a refurbishment or new office) centres around planning, designing and delivering. This is described in terms of Explore > Create > Complete, with underlying messaging for each stage.

Explore

- Listening to clients to get a clear understanding of what they need and developing a detailed project brief
- Encouraging people to make contact - nothing to lose and everything to gain

Create

- Bringing ideas and aspirations to life through detailed 2D and 3D drawings and designs
- Creating and designing exceptional office environments that are on-trend

Complete

- Minimal disruption to businesses that are planned and delivered around a time that is right for the client.
- Excellent project management so work is delivered on time, to budget.

All messaging should reflect the company's core values and be consistent with the brand and tone of voice.

Channels of communication

The core channels of communication to target each audience are:

- LinkedIn
- Twitter
- Website
- Blog
- Direct emails

These channels will be the main focus for achieving the aim and objectives initially, but will be reviewed regularly alongside any new communication campaigns in order to target messages to the right audience in the right way.

Activities

In order to achieve the objectives, a number of key communication and marketing activities will take place. Each of these activities will require planning and consideration individually, with separate communication activity plans developed for each.

Activities linked to objective 1

- Develop clear branding guidelines (incorporating company values) to communicate the character of the business
- Create tone of voice and documentation
- Develop communications activity plan to outline the approach and activities required to secure a partnership with one commercial agent.

Activities linked to objective 2

- Redevelop the website to clearly communicate ABC Fit Outs' ability to deliver an exceptionally high-standard of service, produce new leads and showcase completed projects using the newly defined Explore>Create>Complete concept.

- Increase team knowledge of social media tools available so everyone understands the potential they have in helping to achieve the stated objectives.

Activities linked to objective 3

- Team planning session to develop a 12-month content plan
- Content plan mapped out by key topics and themes, with a clear focus on how to achieve objectives 1 and 2.

Evaluation

In order to understand whether the objectives have been achieved, evaluation of the communications activities needs to take place. This can be both quantitative (website visitors, increase in social media engagement, number of pieces of shared content, increase in number of enquiries) and qualitative (client feedback, successful client/team days, key messages in the media).

Measures of success linked to objective 1

- Branding guidelines completed as per agreed timescale
- Number of recommendations for higher value projects increased

Measures of success linked to objective 2

- Website redeveloped and featuring on top pages of Google
- Case studies reviewed and updated (to agreed timeframe)

Measures of success linked to objective 3

- 12-month content plan developed (to agreed timeframe)

The strategy will be sufficiently flexible to be able to respond to any new initiatives that may develop over this time and will be reviewed and updated every year.