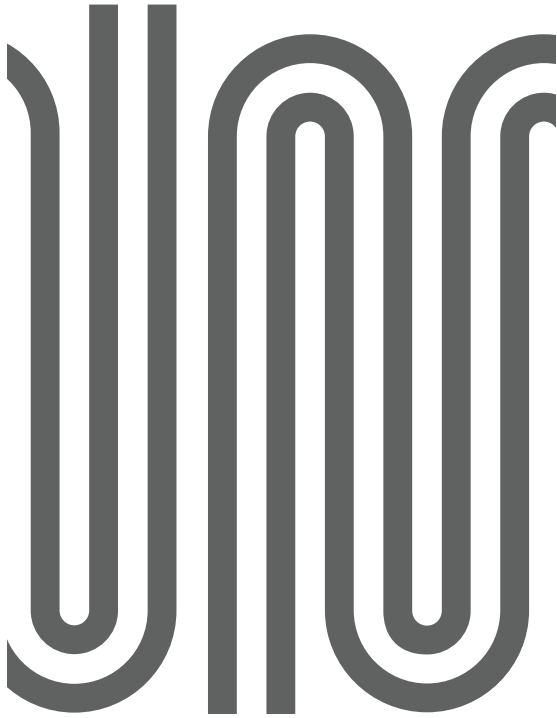


WMS Underfloor Heating



A dynamic strategic marketing plan to support WMS's ambitions for growth

Strategic planning and management



The challenge

- A fragmented approach to marketing.
- A lack of digital focus and little tracking data.
- Difficult to gauge ROI.

BFM's solution

- A targeted and integrated comms plan.
- Focus on trackable digital campaigns.
- Upgraded website and analytics to track performance and improve data capture.
- Rigorous KPIs and dynamic monthly reviews.

Results



KPIs

Most KPIs met or exceeded in 2024. Swift action taken to analyse and manage any underperformance.



LinkedIn

LinkedIn reach increased sixfold between January and June.



UTM

UTM leads exceeded KPI target by 700% in June.

BFM's clear and specific messaging is promoting WMS's reputation for foresight and innovation.