Team structure and responsibilities

The Polypipe Building Products marketing team consists of six members, each focused on specific channels to ensure targeted customer engagement. The team's responsibilities span internal communications, external public relations, digital marketing, and supporting product launches.





Key Achievements and Initiatives

- Successful product launches: The team has played a pivotal role in the launch of PolyPlumb® Enhanced, leveraging various marketing channels and tactics.
- Internal growth and promotions: The team has fostered a positive work environment, as evidenced by internal promotions and career advancements.
- Effective channel marketing: Each channel marketing manager focuses on specific customer segments, tailoring marketing efforts to their needs.
- Stakeholder engagement: The team actively engages with key stakeholders, including trade merchants, developers, contractors, and internal employees.

New Product Launch



The PolyPlumb
Enhanced new
product launch has
been the teams main
focus this year.
Supporting
merchants,
contractors and
developers. Along with
trade press adverts,
Fix Radio adverts,
loyalty rewards and
promotional activity.

Internal Comms





Customer Support





Live Events

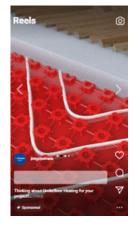


Social Media





Polypipe Building Products' is now available at Huws Gray in Seacombe
...see more



Recycling Project



The Ambition:
To become the first partnership in the UK
to bring plastic waste back into the
supply chain after its first life in the
construction industry.

Construction Marketing Awards 26. Marketing Team of the Year

