



Furlong Flooring – Housebuilder Campaign

Furlong Flooring, together with Fabrick Marketing, executed an integrated campaign that united digital, PR, and sales enablement to expand its footprint in the residential new build sector.

The campaign's objectives were clear: raise brand awareness with housebuilders and specifiers, generate quality leads and support the sales team with tools that turned engagement into revenue.

Our Approach:

The campaign used a tightly curated media mix of solus emails, digital banners, and editorial placements across proven trade publications. Each channel was continuously optimised through CRM data and media analytics to maximise relevance and minimise cost per lead.

1. Build brand awareness and credibility among housebuilders, housing associations, and developers through PR visibility, digital targeting, and high-value content.
2. Generate qualified leads via solus emails, digital advertising, editorial placements, and gated landing pages that fed directly into CRM and the sales pipeline.
3. Align marketing with business development by equipping specification managers with brochures, landing pages, and well-informed prospects, ensuring consistent messaging from first impression to sales conversations.

Audience mapping and targeting

The campaign targeted housebuilders, housing associations, and developers responsible for flooring specification. Furlong and Fabrick identified sector-specific, high-engagement channels:



The Results:

200+
leads

to specification managers

94

named contacts from gated assets

1 confirmed customer win worth **over £330,000** (x10 the campaign budget)

275,000 combined digital impressions

27,000+ email opens,
3,715 clicks

Landing page engagement:
74% engagement, 1:31 avg time, 3.76 pages/session

Solus email CPL: **£137.50** vs **£1,700+** for untargeted media

Beyond numbers, the campaign raised Furlong's profile as a specifier-led brand, generated positive feedback from media and prospects and created a repeatable, scalable model for low-budget integrated campaigns.