

# Our marketing success in numbers

Lead in pipeline development  
**£7.1 million**

+25% YOY increase

Qualified leads  
**395**

+73% YOY increase

ROI from major campaigns  
**x37**

Brand awareness growth  
**+2.6%**

Share of voice  
**6.5%**

58% YOY increase

Key marketing KPIs  
**+344%**

YOY increase

LinkedIn impressions  
**10,921,989**

240% YOY increase

Email click-throughs  
**8,822**

35% YOY increase

+11% Stakeholder engagement

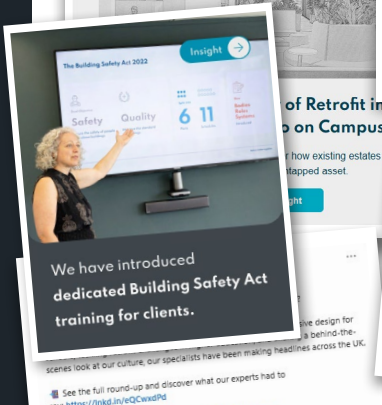
107,862 Website users

69 Blog & articles

24 targeted newsletters

+3,348% Instagram web visits

4x Research & insight projects



Pick Everard champions STEM education with National Literacy Trust donation



90% of planning departments are under-resourced - is this the real reason behind the UK's housing crisis?

PICK EVERARD Leaving positive and lasting legacies



Pick Everard Connect Event  
Thursday 20th March 2025

Our mission is to build a nationally recognised diverse and multi-skilled trusted network of organisations that can fulfill the requirements of the public sector.

Time: 5:00 - 5:00 PM  
Purcroft Bar and Kitchen,  
30 Waterloo St, Birmingham B2 5TJ

We are experienced at developing work winning partnerships and mutually beneficial alliances.

We operate as a values based business that works beyond the standard transactional relationship model.

Engage with our team today, set a blueprint for tomorrow.