

Strategic Planning & Management

A Warm Welcome

STIEBEL ELTRON



The Challenge:

STIEBEL ELTRON has a smaller market footprint than some of the major heating brands who have the visibility and economic clout lent by mass market boiler sales, but as a specialist focused on heat pumps, it has an opportunity to establish a distinctive position ahead of competitors by moving early.

Our Approach:

Fabrick devised a plan before the Future Homes Standard even existed, setting four commercial objectives and a phased, education-led programme built around a highly targeted audience of specifiers and developers, reached through purchased data against specific job titles and organisations. A digital landing page, housing a 12-page technical guide and CPD sign up activation, sat at the centre of a wide mix of communications - email, organic social and paid LinkedIn - with fortnightly reviews moving spend and creative toward whatever the data showed was working, not toward what was planned at the start.



The Results:

Launched 8 weeks before the regulation existed
live from 29 January, regulation published 24 March

Fortnightly reviews drove 4 strategic pivots, **including a 27.78% CTR uplift from switching to static creative**

160 online CPD attendees and
50 in person CPD requests

One project sale worth **£18.5K** already associated with the campaign when the typical sales cycle is 18months - 2 years (or more)

84 guide downloads across all channels

Phase Two already commissioned for October 2026, built directly on Phase One's findings

