

Marketing Team of the Year

Just 2 people – 2 national brands



2 NEW WEBSITES

PROMOTING 35 EVENTS

11 EXHIBITION STANDS

50%



AWARDS ENTRIES

8 CASE STUDIES PLACED & 4 FRONT COVERS

POTTON HAS NOW EXPANDED SALES TEAM BY

SELF BUILD & DESIGN

New England styl
Timber-frame new build with the wow factor



Build It
How to build an oak home on a budget
The BEST RENEWABLE HEATING OPTION



ANNUAL MAGAZINE PUBLICATION

SHOW CENTRE FOOTFALL UP 17%

UP 103%

VISITORS TO SHOW CENTRE WITH A PLOT OF LAND

REDUCED PR SPEND FROM >£80,000 TO <£15,000

KTS AND POTTON WEBSITES UP 12% & 20% RESPECTFULLY

BOTH COMPLETED CIM QUALIFICATIONS

28%

PROSPECT LEADS UP

95%

SUSPECT LEADS UP

IMPLEMENTED CRM SYSTEM