



Best Use of Content Marketing

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Freefoam Helping customers grow

11 articles, 10 press releases, two editor meetings and advertising have resulted in **over 100** total press appearances.

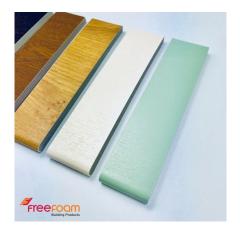
146 social media posts

25 powerful customer and supply chain videos

201 new installers against a target of 100

Year-on-year sales **up 30%**





We wanted an original effective campaign. So we partnered with Mind Made, who brought a freshness to our approach, and MRA, who instilled structure and discipline to our campaign.

Colin St John, General Manager, Freefoam