



Sandra Stepniak

"Not only has Sandra inspired a shift in our Business Development strategy, which now focuses on marketing, but as you can see from the supporting statistics she has made an outstanding contribution to the business; effectively promoting BES's specialist expertise in our niche sector and helping to broaden our customer base."

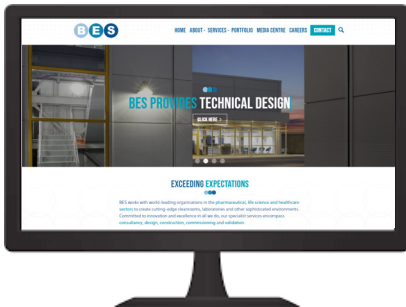
Steve Marsh - BES Managing Director

ROI: 870%

Turnover increase of over 50%

Customer base broadened by 30%

New markets: Semiconductor and Cell & Gene Therapy



NEW WEBSITE

Users

66% increase

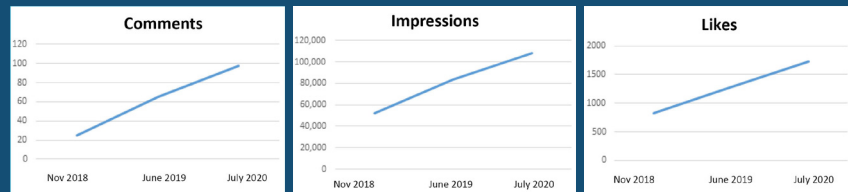
Page Views

58% increase

Direct Enquiries

8 new leads

Doubled number of Followers on BES LINKEDIN PAGE



Through creation of relevant content and utilising free LinkedIn tools, engagement levels significantly increased, including 'likes' and 'comments' coming directly from our clients.

PR activities raised the company's profile

23

Blogs

6

Press Releases

3

Feature Articles

10

Projects publicised

in trade media, social media and through direct marketing

Implemented Bespoke CRM

During the last year our database has almost **doubled to 976 contacts** with **111 new companies**.

New Bi-annual NEWSLETTER

(designed in-house)

- Case Studies
- Project Updates
- Technical Articles
- Success Stories



Focussed on Individual Team Members

"An organisation is only as strong as its people."

"Sandra has a genuine talent to recognise areas of improvements, which is matched by her enthusiasm to try new platforms and communication tools. She identified a gap in our marketing strategy and focussed on raising profiles of individual team members with the ultimate goal to raise profile of the company."

Martina Antalova, BES Design Lead

Multi-Channel Campaigns to showcase our culture

#BESWorkingTogether - LinkedIn



16,928

Impressions

1032

Clicks

435

Likes

Sandra presented profiles of several employees who were working on important project whilst dealing with challenges of the lockdown. The campaign demonstrated our **business agility**.

The Way We Work Video Campaign



"Sandra came up with such an original idea to showcase our culture, then she drove the whole process and helped the team through the video footage and interviews"

Paul Marsh – Eng Director

Women in Engineering Campaign



12,000

Videos Views over 7 days

