

CATEGORY

Best Marketing Team 2023

OVERVIEW

Initiated in 2019, as part of a five-year growth plan to target new audiences and increase its share of existing ones, the Lathams Marketing Team has been instrumental in helping the business not only maintain its market position but increase it within new verticals.

Realising a more contemporary, fresh perspective was needed to overturn existing perceptions, the team has implemented a richer approach to marketing, bringing in different tools and tactics to better engage with audiences, from cutting-edge SEO & PPC activities, to enhanced video content, slicker collateral and onboarding of specialist agencies.

The onset of the COVID-19 pandemic presented a significant challenge, with Lathams' physical showrooms closing.

However, it also provided the team with an opportunity. Research revealed that even in remote work settings, specifiers were eager to engage with Lathams and their sample materials. This insight drove the development of a pioneering '3D Digital Showroom,' offering a virtual material selection experience. The success of this platform resulted in increased demand and expansion, necessitating the growth of the marketing team to six members.

The Marketing Team's commitment to a digital-first approach has earned the trust and confidence of the entire organisation and has increased the demand internally for their support. Likewise, supply partners have also embraced the work of the marketing team; targeted campaigns featuring individual manufacturers' products now form an integral part of Lathams' marketing output.

RECENT KEY CAMPAIGNS



'Think You Know James Latham?'
(2020/2021)

Specifically developed following audience research to showcase the unique variety of services James Latham offers

[VIEW VIDEO](#)



'Calculating Carbon'
(2021/2022)

Responding to audience the marketing team launched a sustainability-focused campaign to support the introduction of a new carbon calculating platform

[VIEW VIDEO](#)



Discovering Décors
(2022)

Demonstrating James Latham's portfolio is much more than just timber, this campaign amplified the James Latham Digital Showroom

[VIEW VIDEO](#)

AWARDS



Winners of 'Marketing Excellence' category twice at TTJ Awards, winners of three CMAs and one Highly Commended Runner-up

OUTCOMES



Sales Enquiries
Y-o-Y



Revenue
Y-o-Y