



Welcome to Saint Global Marketing

The No.1 UK & International Marketing Agency Built for the Construction Industry

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SAINT GLOBAL MARKETING

INTRODUCTION



Welcome to Saint Global, the leading media marketing agency exclusively dedicated to supporting construction businesses in the UK and Internationally. Our team of experienced marketing professionals are committed to delivering exceptional results for our clients, leveraging our industry expertise and strategic approach to help construction companies reach their full potential.

At Saint Global, we understand the unique challenges that businesses in the construction industry face, from domestic to commercial, electrician to a property developer. We offer bespoke marketing solutions designed to meet the specific needs of our clients, whether it's developing a strong brand identity, expanding their awareness, or generating their business seen by the right people.

We believe that successful marketing is built on strong relationships, and we are dedicated to fostering long-term partnerships with our clients based on trust, transparency, and collaboration. By working closely with our clients, we are able to understand their goals and challenges and develop customised strategies that deliver real, measurable results.

With a proven track record of success and a deep commitment to the construction industry, Saint Global is the partner you can trust to help your business thrive in today's competitive marketplace. Contact us today to learn more about how we can help you achieve your marketing goals.

Marketing is the driving force behind successful businesses, fueling innovation, creating differentiation, and inspiring customer loyalty.



H O W W E H E L P B U S I N E S S E S T H R I V E

Marketing can be effectively be broken down it two effective areas:

M A R K E T I N G C O L L A T E R A L

Marketing collateral encompasses the diverse range of materials and resources that are utilised to achieve specific business objectives, such as converting leads into paying customers, fostering customer loyalty, enhancing brand awareness, and establishing a robust reputation. These tools may include brochures, case studies, white papers, email templates, website development, videos, and more.

M A R K E T P L A C E M E N T

Market placement refers to the strategic positioning of a business within a specific market segment to attract the attention of the ideal target audience. This involves positioning the business in a way that effectively communicates its unique value proposition to that audience. By leveraging market placement strategies, businesses can increase their visibility, generate leads, and ultimately drive sales growth.



MARKETING STRATEGY

Marketing placement and marketing collateral are two essential components which can be brought together in a comprehensive marketing strategy that allows the two to work cohesively in order to increase the effectiveness and impact of a company's marketing efforts.

Through careful planning and resource allocation, a well-designed marketing strategy enables a company to position itself optimally in the market and guide prospects through a seamless customer journey that culminates in a successful conversion transforming a lead into a paying client. By leveraging the power of a well-crafted marketing strategy, businesses can achieve their marketing goals and drive sustainable growth.





WHY WORK WITH SAINT?

NO.1 MARKETING AGENCY FOR THE CONSTRUCTION INDUSTRY

1

INDUSTRY FOCUSED

With a focus on the Construction Industry, we are supporting businesses with years of relevant experience and skillsets.

3

DATA DRIVEN

Data is a key focus that ensures that you are always in control and know what's happening at any given moment.

2

ON-HAND MARKETING TEAM

We collaborate closely with the Directors/Sales Team and serve as your dedicated on-hand marketing team.

4

EFFECTIVE COMMUNICATION

We maintain effective and consistent communication to ensure your exact needs are being achieved.

POPULAR SERVICES

001

MARKETING STRATEGIES

We deliver comprehensive marketing strategies that are built for your exact objectives as a company.

Our approach involves a meticulous analysis of your current market position, which serves as the foundation upon which we build a carefully crafted plan which effectively lays out the buyers journey, marketing collateral and the development of your market placement while drawing value on how these elements can seamlessly integrate to reach the company goals and achieve optimal results.

002

WEBSITE DESIGN & DEVELOPMENT

We are building websites that truly represent your business, your messaging, your values and tailoring that to focus on the end user, the client.

Our website design and development services are comprehensive and cover all aspects of the website development process, from initial concept and design to development and launch. We use the latest tools and technologies to create websites that are visually stunning, responsive, and made to convert.

Our focus on understanding the target audience and aligning website design with the company message has helped us to deliver effective website solutions for our clients.

003

SOCIAL MEDIA MANAGEMENT

Social Media is a crucial component of any business. It's a sales tool, it's awareness, it's your reputation.

We offer social media management services that help you engage with your target audience effectively. Our approach to social media management is centred around delivering consistent and high-quality content that is tailored to our client's target audience.

Our services cover all aspects, from content creation, regular posting and performance reporting. We are supporting businesses by creating visually stunning and engaging content that is optimised for social media platforms.

POPULAR SERVICES

004

GRAPHIC DEVELOPMENT

Our bespoke graphic development services cater to the specific needs and preferences of our clients. Our team of skilled graphic designers possesses extensive experience and a keen eye for detail, ensuring that we deliver visually stunning designs that are both effective and functional.

Our graphic design services span a wide range of applications, including brochures, leaflets, company documents, business cards and much more. We combine our expertise in the industry with cutting-edge designs that stand out in a competitive market.

005

BUSINESS INTELLIGENCE UNIT

Our Business Intelligence service takes a highly bespoke approach, precisely tailored to your unique business objectives and is helping business build crucial relations, gain access to tenders, get on approved supplier lists or even obtaining SSIPs.

Our approach begins with an in-depth strategy where we meticulously identify a multitude of opportunities that could benefit your business. This includes exploring potential avenues with Organisations, Businesses and individuals of interest.

Following the identification of these opportunities, we then build and deploy a series of carefully crafted campaigns to establish the necessary connections that will effectively showcase your business to your ideal client.

006

COMPLETE MARKETING SUPPORT

We provide comprehensive support to our clients through a diverse range of approaches. Our team of marketing experts display their exceptional skills to ensure that we deliver tailored solutions that perfectly meet your specific needs whether that is drone shots, van livery, site hoarding or anything else!

Delivering the most efficient use of your marketing budget Saint is the complete solution for your business, creating hybrid data streams from marketing, sales, business development, finance, and providing detailed information back to the Directors which allows for careful acceleration and dethrottling of workflow capacity which supports operations and cashflow.

SAINT CASE STUDY S-549

COMPLETE MARKETING STRATEGY - WEBSITE REDEVELOPMENT - SOCIAL MEDIA MANAGEMENT - BROCHURE DEVELOPMENT - PUBLIC RELATIONS

CLIENT CHALLENGES

Client S-549 holds a well established property development firm in North East London. While well established, the client saw massive fluctuations in workflow, with some periods being quiet while others being extremely busy. Saint's task was to deliver a solution that drives consistent workflow to the business. The client also felt as if the business needed a facelift, with the website and branding last being done nearly 10 years ago.

SOLUTION

Saint worked closely with the client over the upcoming months and a strategy was formed to create a vision and plan of where the company was moving. We established the market and areas that we needed to move into. More important aligned our target audience and identified how we are going to build relationships, trust and rapport in order to develop our goal of a consistent workflow.

Saint quickly moved into action with the development of the new marketing collateral that we will be using in order to build connections and relationships with targeted individuals from our PR Campaign. The business intelligence unit was then swiftly put into place to identify each and every opportunity the business had to its name. Over time and with many connections made, Client S-549 built connections that supply the business with repeat work that keeps the calendar filled and the revenue coming in.

Client S-549 Also worked with a range of other Saint Services- Such as Trade Coaching and our Accounting Department.

Client S-549 Continues to work with Saint to this day.

CLIENT TESTIMONIAL

I had the pleasure of working with Saint on a range of projects that really turned my business around.

Saint demonstrated a deep understanding of our business and worked closely with us to create a vision and plan for our future.

Saint's expertise in market research and target audience identification allowed us to identify the areas that I have never thought of. We were very impressed with their turnaround times and how much we was kept the loop.

We will continue working with Saint throughout the future.

-Company Director

SAINT CASE STUDY S-922

SEARCH ENGINE OPTIMISATION - PUBLIC RELATIONS - SOCIAL MEDIA MANAGEMENT

CLIENT CHALLENGES

Client S-992 approach Saint with a single challenge in mind - A lack of sales. Client S-992 explained every that they tried in our initial discovery call and were unsure what to do next... The client needed a cost-effective way to drive consistent sales to the business.

SOLUTION

Saint developed an immediate plan of action to support the client and gain sales. This began with the conduction of a full analysis of the current marketing at hand and our target audience. Once completed, we were able to identify weaknesses and bottlenecks that the business was facing. We introduced three effective marketing solutions that increase the client's awareness by 817% - A company that was virtually invisible just gained massive awareness across the targeted area in a matter of weeks.

1. Search Engine Optimisation - Carefully crafted SEO campaigns to drive the company website up in the rankings for the keywords that his clientele was searching for in the local area.
2. Public Relations - Our PR team and Business Intelligence Unit carefully identified the best way to make contact and build relationships with our target audience.
3. Social Media Management - A broad ongoing campaign was released which held a range of community-focused awareness content.

Client S-922 Continues to work with Saint to this day.

CLIENT TESTIMONIAL

It was fantastic working with Saint on the marketing for my business, and I must say I was blown away by the results.

Saint was able to quickly develop a comprehensive plan of action to support my business and increase sales. They conducted a full analysis of our current marketing strategies and target audience, which allowed us to identify weaknesses and bottlenecks that were hindering our growth.

I highly recommend Saint to any business looking to increase their sales and awareness. Their expertise and dedication to their craft are unmatched, and they truly care about the success of their clients. I can't thank them enough for the incredible work they did for my business.

-Company Director

SAINT CASE STUDY S-205

COMPLETE MARKETING STRATEGY - COMPANY REBRAND - WEBSITE REBUILD -
SOCIAL MEDIA MARKETING

CLIENT CHALLENGES

Client S-205 was a pre-existing Saint Client - They were running with our Accountancy Team, Virtual Assistants and the Business Development Team. Client S-205 was looking to retire and pass the business on to his family - A Family Succession Plan was introduced by the BD Team - Client S-205 was also looking to redevelop the brand so when it was passed down, it felt new, it felt like their own business and it held it's place within the market going forward.

SOLUTION

A Complete Marketing Strategy was introduced to analyse the market going forward and what the business needs to do in order to hold consistent growth. A strategic plan to introduce the new brand (and revamp all existing branded assets) was put into place.

Saint worked closely with the client and the soon-to-be new directors in order to build the vision of the company going forward. This included a full company rebrand and a website rebuild. This identity switch was achieved effectively and held as a great marketing tool while the succession plan was being processed. The company was able to reach out to all contacts to promote the rebrand which only sparked attention and caused a leap in inquiries. We additionally handled the social media platforms going forward which were all prepared and scheduled for the new announcement.

Client S-205 Continues to work with Saint to this day.

CLIENT TESTIMONIAL

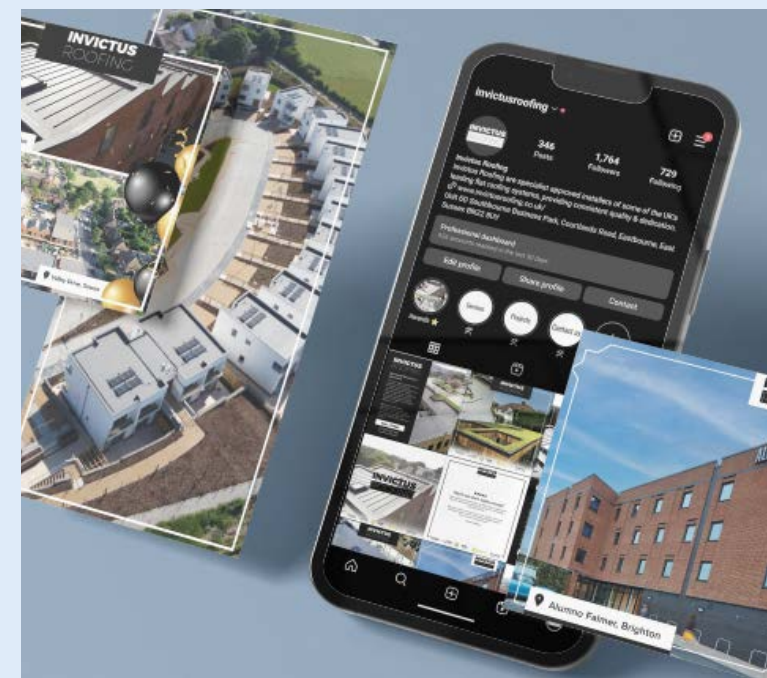
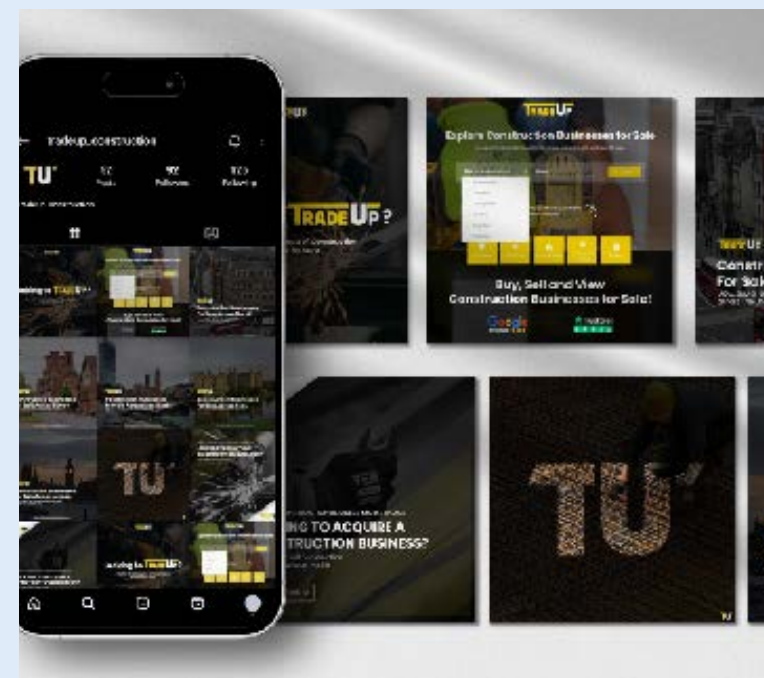
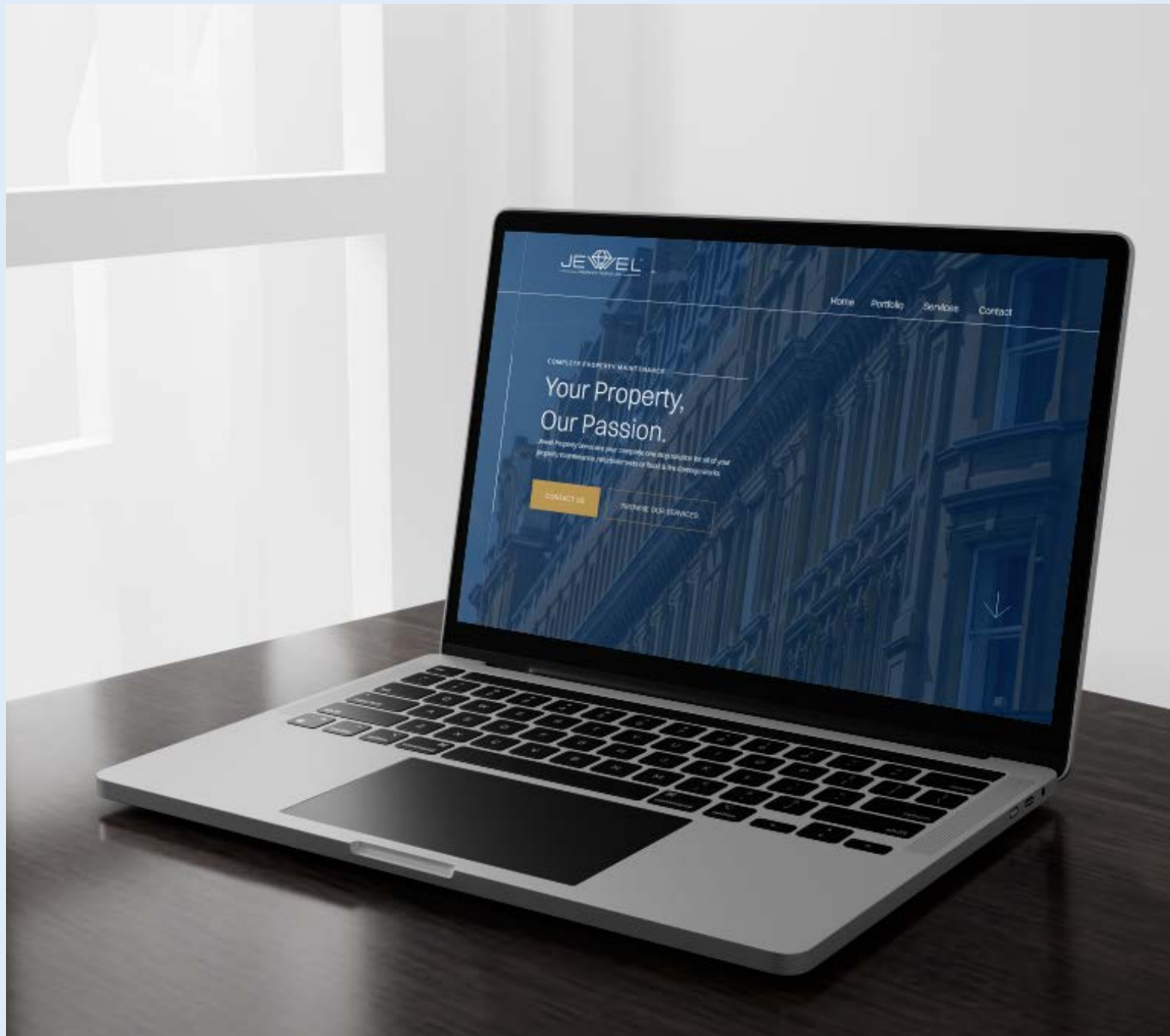
"I am thrilled to provide a testimonial for the outstanding work done by Saint."

Saint worked closely with me and the new directors (my sons) to build a compelling vision for our company's future. This included a full company rebrand and a website rebuild, which were executed flawlessly.

We were impressed by how Saint handled everything for the new announcement. Their attention to detail and dedication to our success were evident throughout the process.

My son's continue to work with Saint to this day. We highly recommend them to any business looking to grow and succeed in their industry."

SAINT GALLERY



W H A T S N E X T

We would like to extend our gratitude for taking the time to read our company brochure.

At Saint Global, we are committed to providing comprehensive support to the UK & International Construction Industry. Our team is dedicated to delivering top-quality products and services that cater to the diverse needs of our clients.

Your Marketing can become one of your strongest assets delivering consistent results.

To get started with Saint for a no obligation chat, [please get in touch with us here](#). Or get intouch via our contact details over to the right.

Kindest Regards from everyone at Saint Global.

Saint Global

THINGS BECOME SIMPLER
WHEN YOU'RE A SAINT

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