Client Case Study

Sharp Ahead
B2B DIGITAL MARKETING

Kingspan®

200% increase in MQLs for K-Roc™

Kingspan is the global leader in advanced insulation and building envelope solutions. Their insulated panels technology has led the industry in thermal-efficiency, fire safety and durability.

The challenge:

Kingspan Insulated Panels Australia identified the opportunity to use PPC to drive leads, using Sharp Ahead's best practice strategy that had already driven strong results for their counterparts in the UK&I.

With world-leading technology and local manufacturing facilities, the Kingspan Insulated Panels Australia offering was strong – but was not getting the visibility it needed to dominate the market.

One of the key product ranges for Kingspan Panels Australia is their K-Roc™ portfolio of products. K-Roc™ mineral wool panels offer safety, durability and the NCC compliance that architects need; and as they are locally made in St Mary's, Sydney, the reduced lead-times make them the ideal choice for contractors needing to adhere to project deadlines.

The approach:

Sharp Ahead implemented a full-cycle lead-generation strategy through multi-channel PPC activity. A targeted audience were served sponsored content, text and spotlight campaigns on LinkedIn, and a best practice mix of search and display campaigns drove intent-based prospects from Google and Microsoft to an optimised K-Roc™ landing page.

"Sharp Ahead have been fundamental in Kingspan Insulated Panels Australia's drive to increase project enquiries and generate an increase in actual projects won and specified. The multi-faceted PPC and paid social campaigns have driven extremely positive ROI and some notable projects being won all around Australia. It has been a pleasure getting to know Kiera, Jennifer and the team. They are extremely helpful and quick to fix and recommend any optimisations required."

Connor Baynes-Holden, Marketing Projects Manager Australia & New Zealand

The results:

- ✓ Within the PPC campaigns' first 3 months, direct enquiries for K-Roc™ (MQLs) increased by 200% compared to the previous 3-month period
- ✓ As a direct result of the PPC campaigns, Kingspan are at various sales-cycle stages on 4 key projects, with projected revenue in the multi-millions

Next steps:

- ✓ We are expanding the campaigns with other products from the K-Roc™ range
- ✓ We are replicating the approach used for K-Roc™ for other key products in the Kingspan Insulated Panels Australia portfolio
- ✓ We have introduced different media forms such as video to encourage the long-term benefits of strengthened brand awareness and recall
- ✓ We are working with the team in New Zealand to replicate this proven strategy for success in that market.



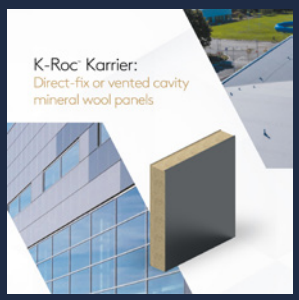




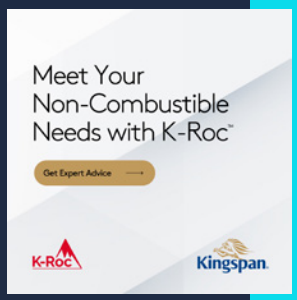


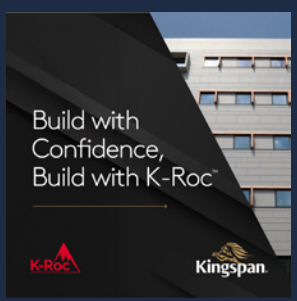


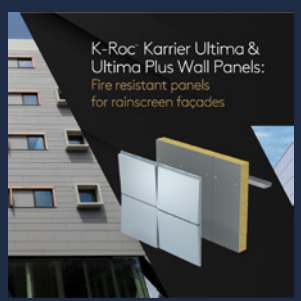


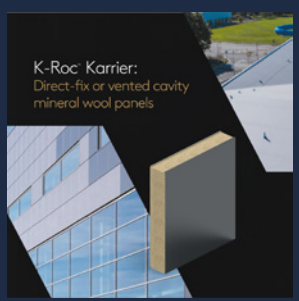




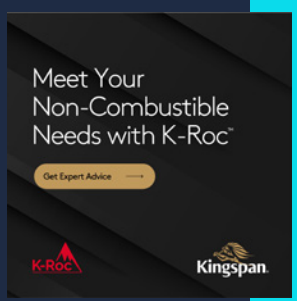








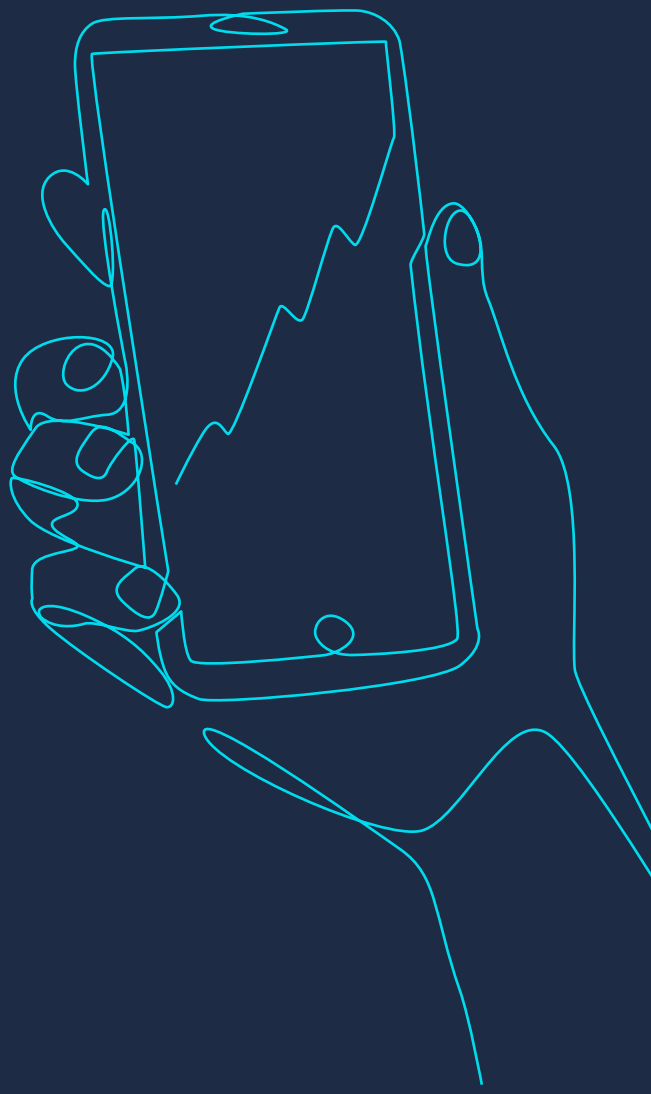




About Sharp Ahead

A full-service B2B digital marketing agency, with offices in Reading, Oxford and Manchester, Sharp Ahead is experienced at helping companies with complex products and services reach and stay connected with decision makers across the decision-making cycle.

Driving sales leads through website, search engine, and content marketing, we bring the latest tactics in B2C marketing to B2B organisations, helping them turn traffic into qualified sales leads through smart online marketing you can measure.



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