CLIENT CASE STUDY

BarbourABI
ADVANCED BUILT ENVIRONMENT INTELLIGENCE

Building demand online in the built environment

Barbour ABI, a market-leading provider of construction project intelligence and market analysis, provides visibility of the entire UK project landscape. They help the construction supply-chain build sustainable pipelines and achieve growth.

The challenge:

Barbour ABI needed to revitalise their online presence to boost website traffic and achieve their ambitious lead targets. The primary challenge was to reach the 42% of businesses in the built environment sector that were struggling, and to demonstrate the value of high-quality leads and market data. This required a comprehensive digital marketing strategy to improve SEO, enhance website usability, and generate demand through targeted paid media campaigns.

The approach:

Long-term digital partners with Barbour ABI, the Sharp Ahead team had already highlighted opportunities to boost SEO and eclipse competitors with a targeted demand generation strategy. After receiving approval to help them achieve their 2023 targets for sales qualified leads (SQLs), Sharp Ahead kicked off the activity with a wide-ranging online audit. Using the audit results, they developed a measurable strategy combining SEO, paid media, content, and conversion optimisation.

The results:

- ✓ Exceeded lead targets by 178% based on YTD KPIs by January 2023.
- ✓ Continued to exceed SQL targets throughout the year.
- ✓ Successfully reduced cost per acquisition (CPA).
- ✓ More than a 20% increase in lead generation in the past year.
- ✓ Improved website ranking and usability through SEO and content optimisation.

Next steps:

Continue working with Barbour ABI on a range of digital activities.
Provide ongoing support for analysis and lead generation.
Hone strategies for further success in digital marketing and lead acquisition.

"We have been working closely with Sharp Ahead for nearly four years, and they have helped transform our digital marketing. In the past year alone, we have seen more than a 20% increase in lead generation. As we continue on our wider digital transformation journey, I value our partnership with Sharp Ahead immensely."

Kate Perrin,
Group Marketing Director

About Sharp Ahead:

Sharp Ahead are B2B digital marketing experts with offices in Reading and Leeds. We help B2B organisations grow using the latest digital marketing best practices and innovations.

Sharp Ahead
B2B DIGITAL MARKETING