

**People don't buy  
what you do, they  
buy why you do it.**





# À la Carte

- 01 Your Objectives**
- 02 Your Message**
- 03 Your Audience**
- 04 Your Conduits**
- 05 À la Carte Marketing**
- 06 Our Track Record**
- 07 The People Who Generate Your Leads**

01

# Your Objectives





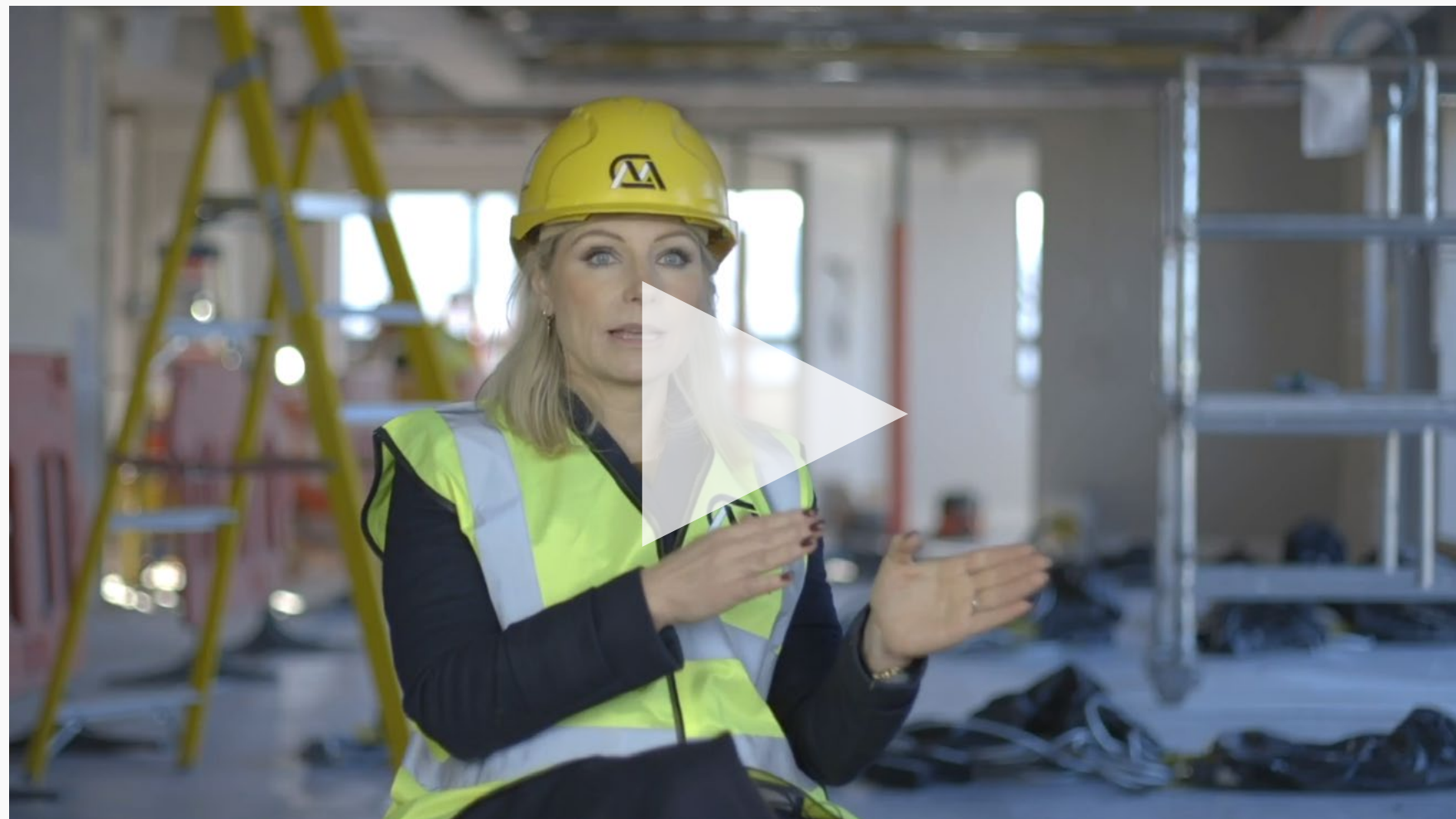
# Find your why

You have different service offerings and you want to tell your audiences about them. But you also want to tell them about how you do it differently from your competitors. You know that people want to know about how you're different, but you're not really sure how to tell them.

**We can help you!**







Tiffany Quinn is a Creative Salesperson



## How hungry are you?

To help you clearly define the message and the audiences we will have a pre-production collaborative session from which we'll build your strategy together. The strategy is simply the mechanics of getting your message to your target audiences. It will comprise the various elements of both online and offline communication, and will be devised in the context of your goals and your budget.

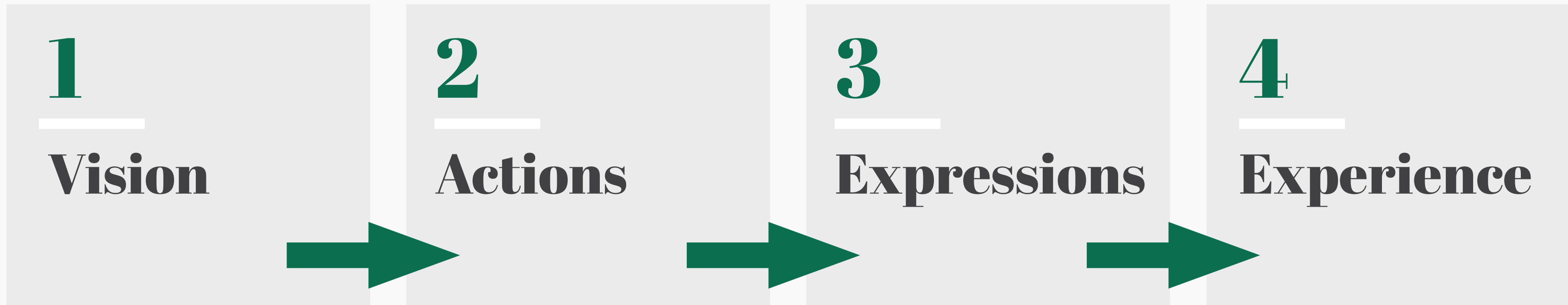
02

# Your Message



## Your Brand

The goal of a brand is to express the organisation's Value Proposition to the external audiences.



## Logos

A logo should be appropriate, distinctive & memorable, and simple. Below are examples of logos we have created.



MJ Turley Chartered  
Quantity Surveyors



BIM Coordinators Summit



FKM



Enrich, Tagline



Metec Consulting  
Engineers, Tagline



ADCO, Employer Brand



## Taglines

A tagline, or the 'Big Idea' functions as an organisational totem pole around which strategy, behaviour, actions and communications are aligned.

Here are some taglines we created.



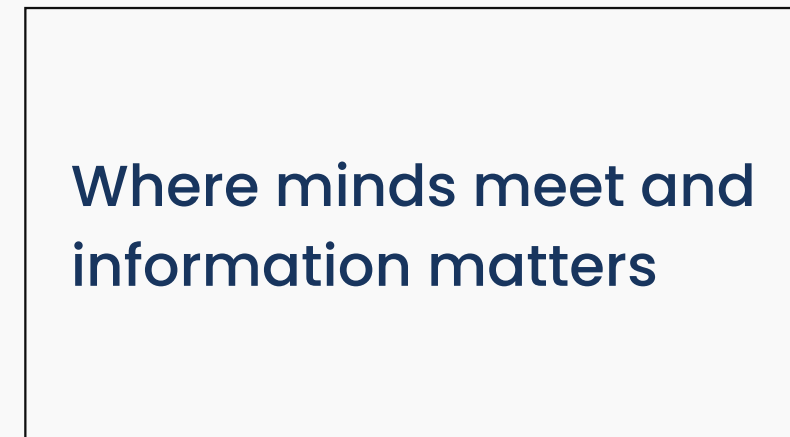
Enrich, Tagline



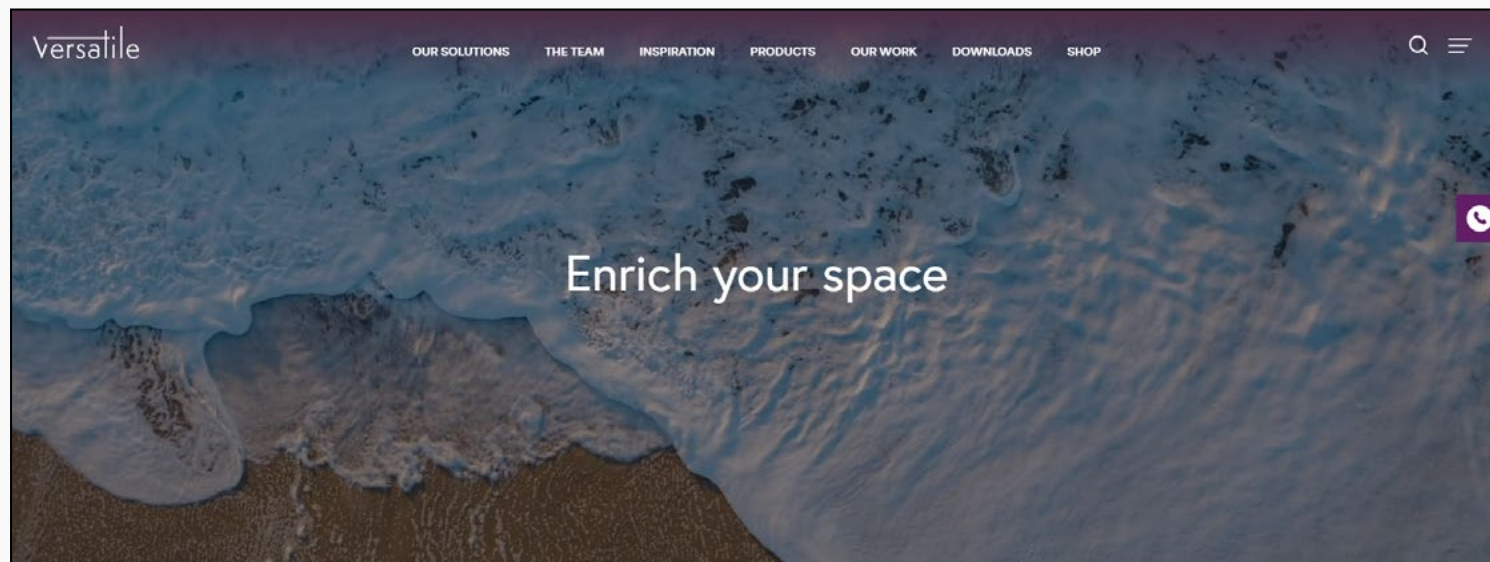
Metec Consulting Engineers, Tagline



ADCO, Tagline



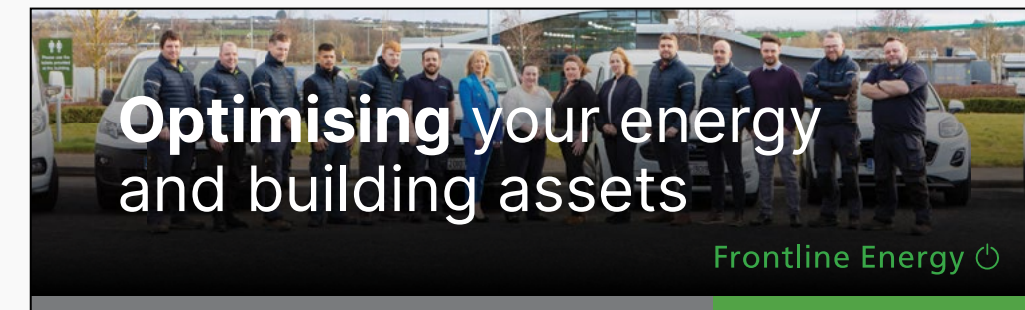
BCS, Tagline



Versatile, Tagline



ADCO, Tagline on-site



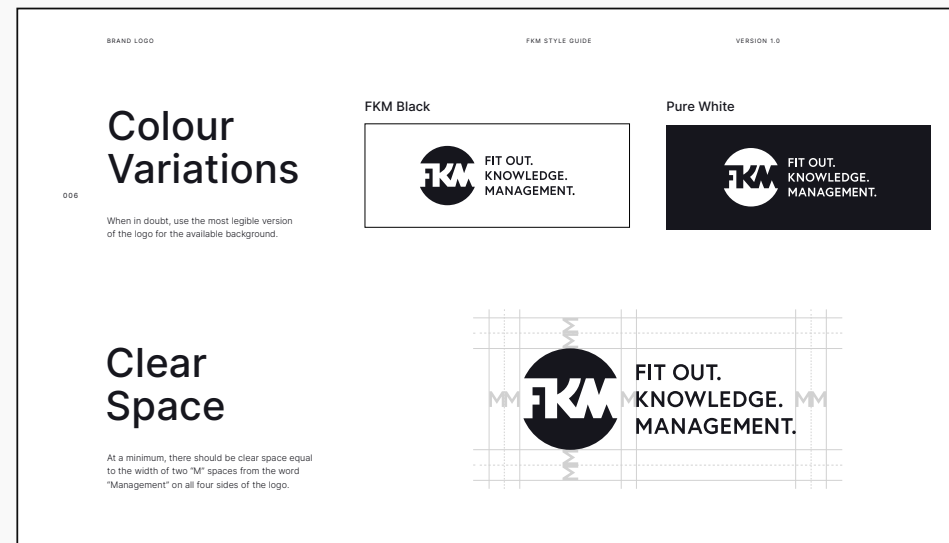
Frontline Energy, Tagline

## Styleguides

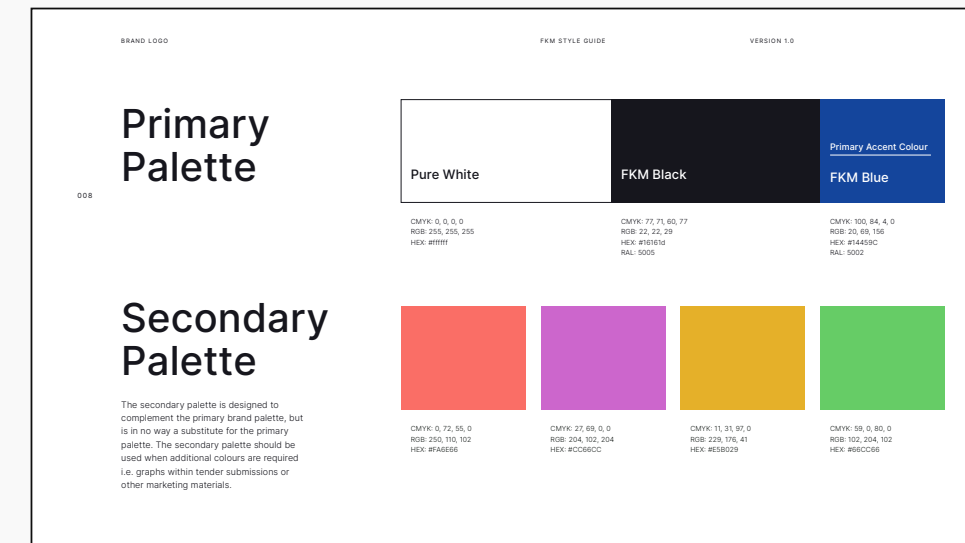
Brand guidelines and style guides help you to achieve cohesion across all channels. This will give strong pillars and guidance for the website’s design, the brand’s tone of voice throughout social media, blog content, email marketing and more.



FKM Style Guide



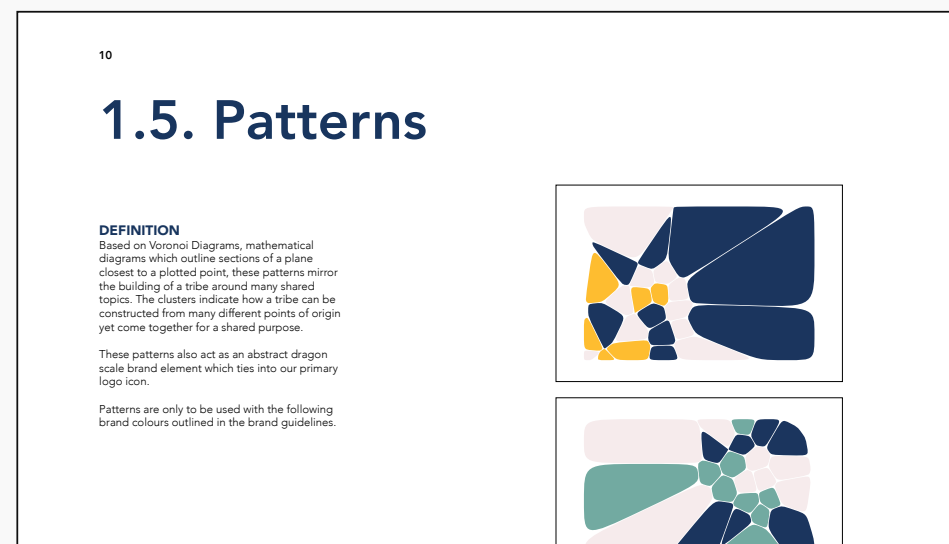
Logo Variations and Clear Space requirements



Primary and Secondary Colour Palettes



BCS Style Guide



Additional Brand Elements



Logo Colour Variations



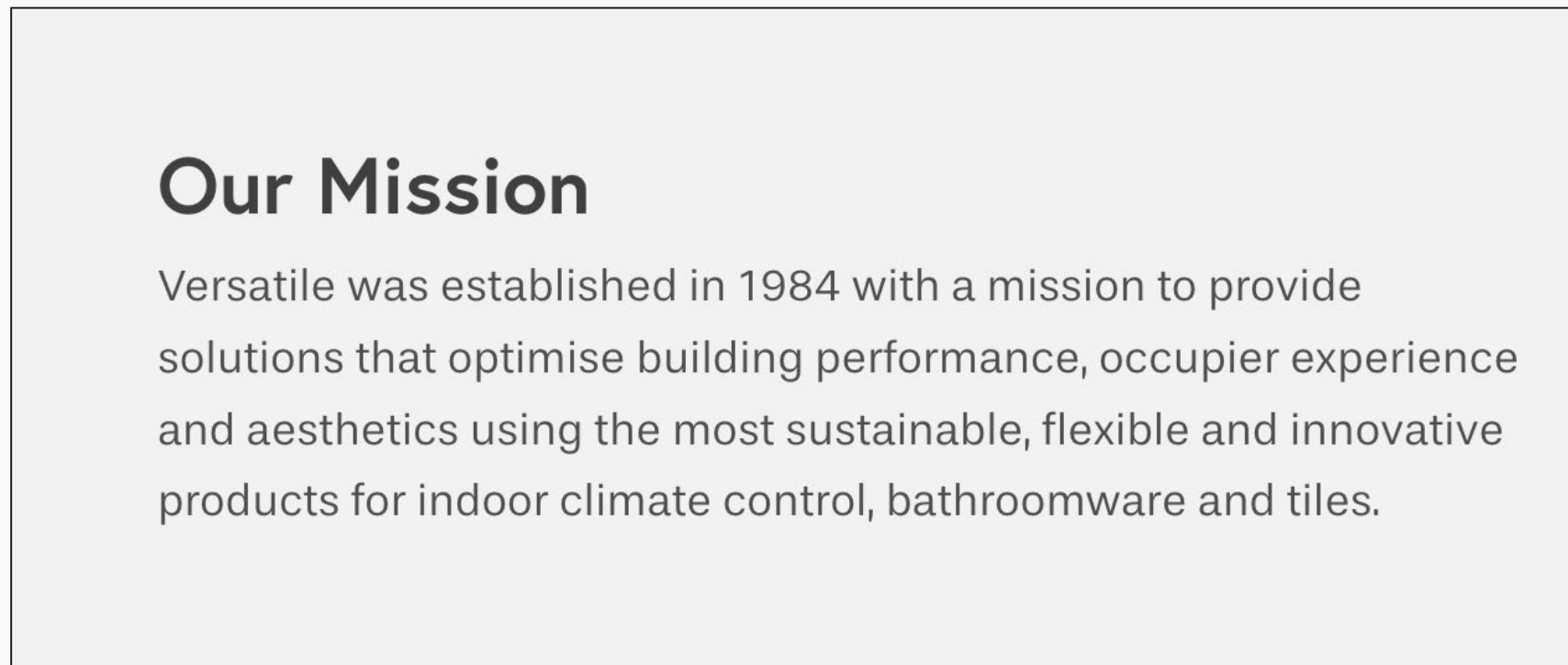
## Mission statements

A mission statement truly represents you.

For Versatile and for Tritech, we created mission statements that resonate with their branding.



[Tritech Mission Statement](#)



[Versatile Mission Statement](#)



03

# Your Audience



### It's time to tell your story.

B2B marketing is not the same as selling chocolate bars, you have a finite and clearly defined target audience that need your services. Truly understanding your purpose as an organisation, your mission, your culture, how you help your clients achieve THEIR goals is where your purpose-driven story brand starts.

The team at generateleads.ie is absolutely brilliant at this - through the alchemy of story telling, strategy and design. We offer all the tools to drive your organisation to success, right here at your fingertips.

1. Understanding and communicating WHY you do what you do is the single most important part of your marketing plan.
2. Your goal is to optimise your client base and grow it by having more of a presence, but maybe you don't have the internal resources to devote to it.

3. You have products and services that help your clients to achieve their objectives, you add value for the price, and you do it differently from your competitors.
4. Your communication strategy is simply getting your message to your target audiences. It will comprise elements of both online and

offline communication, and will be formulated in the context of your goals and your budget. Maybe you want a website, a blog, a video - or just some email marketing- you can choose from our à la carte services according to your appetite.

## Thought Leadership

Metec wants to be recognised as thought leaders in sustainability and innovation. [We constantly update Metec’s followers about sustainability, innovation, building performance and green building.](#)

The power of video portrays Tritech as experts in engineering, technology and innovation. [This is Tritech’s BIM manager discussing the benefits of Building Information Management](#) to reduce programme times, waste and rework in construction projects.

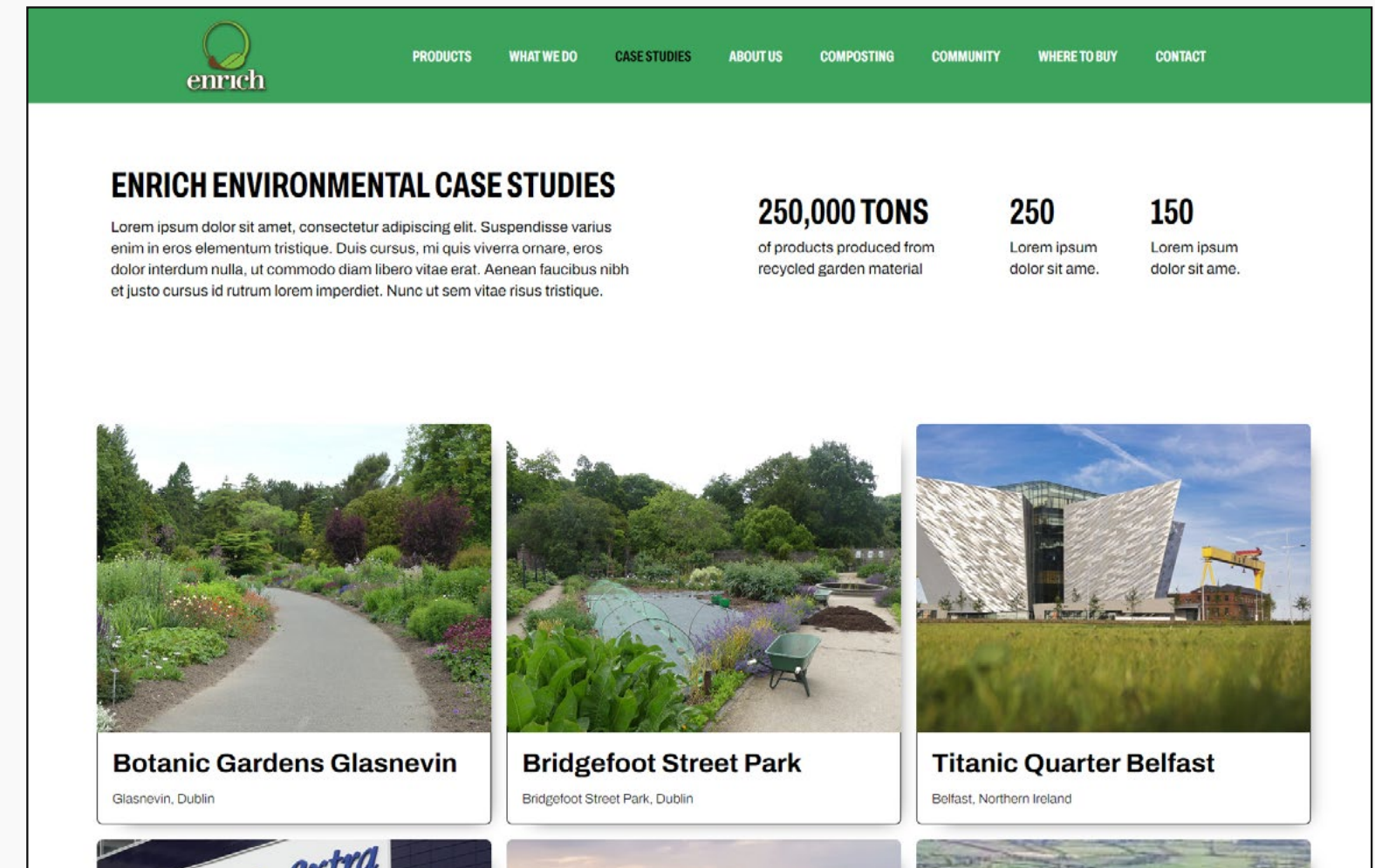
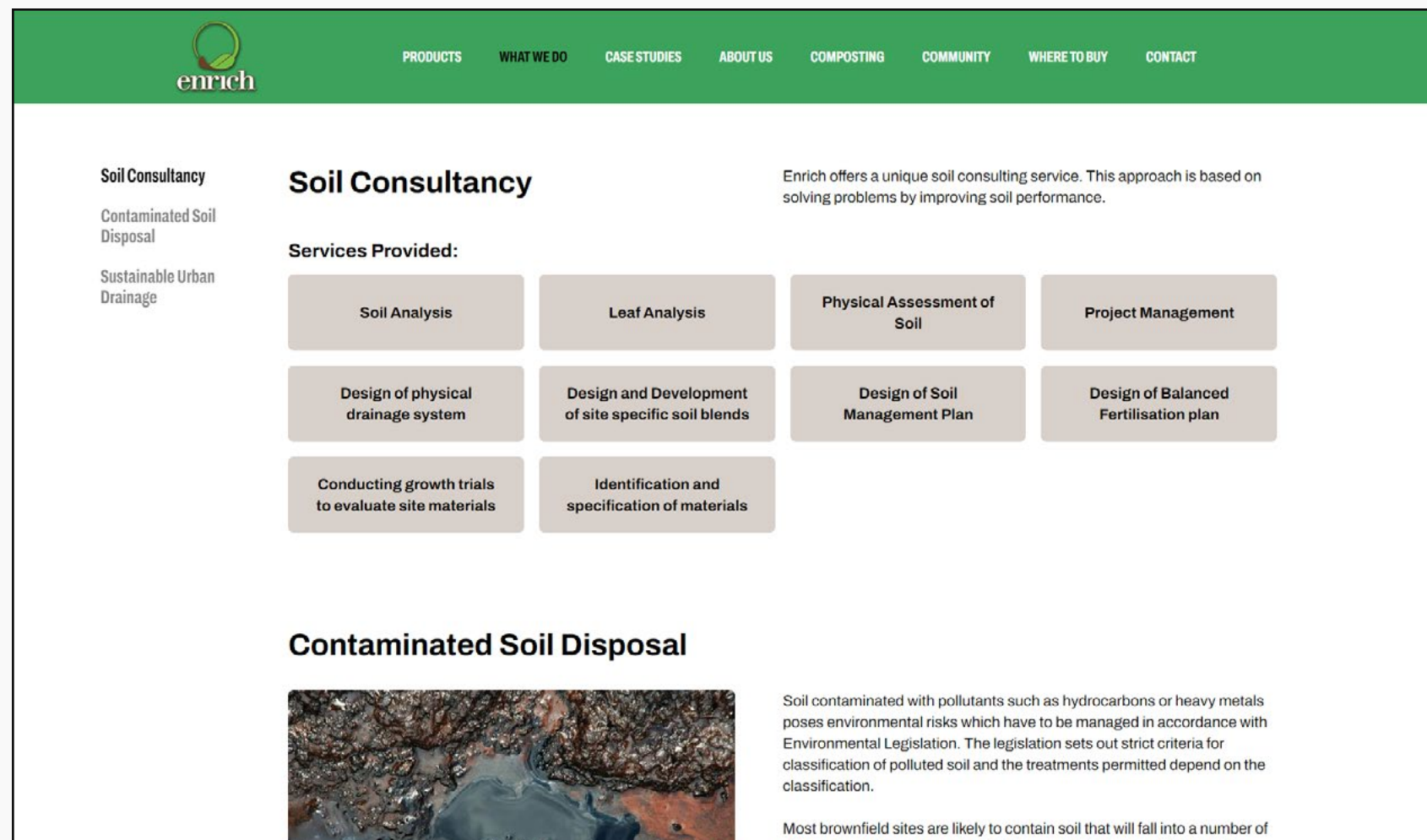




## Thought Leadership

Enrich's goal is to be perceived as ecological experts, useful to policy makers/regulators and be welcomed into the communities in which they operate. With blogs, infographics and videos to portray them as experts in soil, clean-ups, planting seeds, etc.

A website redesign showcases their value proposition, experience and qualifications using case studies, facts and valuable content.

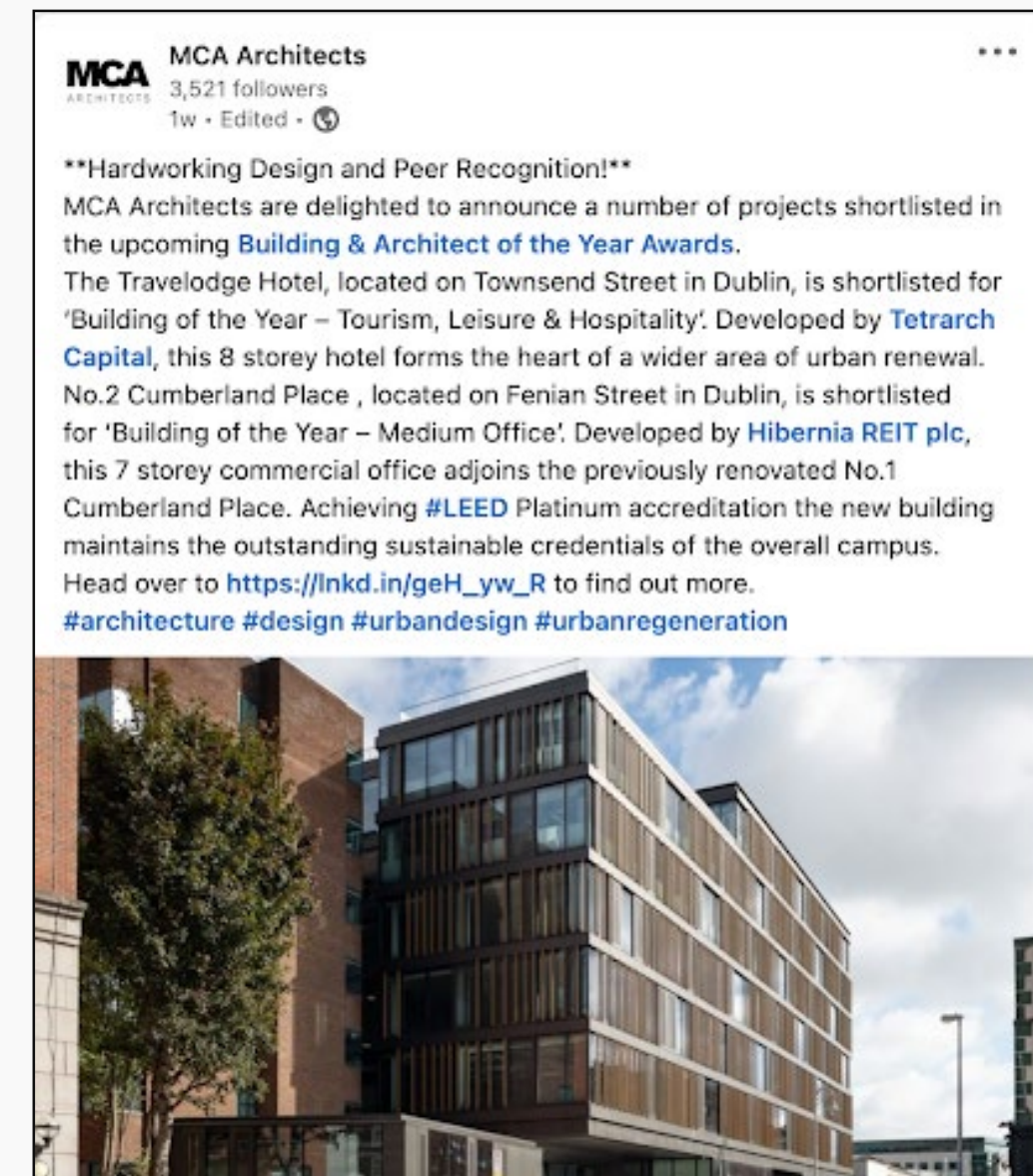




## Thought Leadership

To position our client MCA as knowledgeable, educated and experienced, we use LinkedIn as a tool for testimonials, while also creating sector-specific presentations. One of them was about flexible and scalable data centre design. [Click Here to view the full brochure.](#)

Our on-point [LinkedIn posts](#) show true expertise in their area while gathering the interest of the right audience. This post gathered 473 clicks and an engagement rate of 15.79%.



04

# Your Conduits





### End-to-end websites

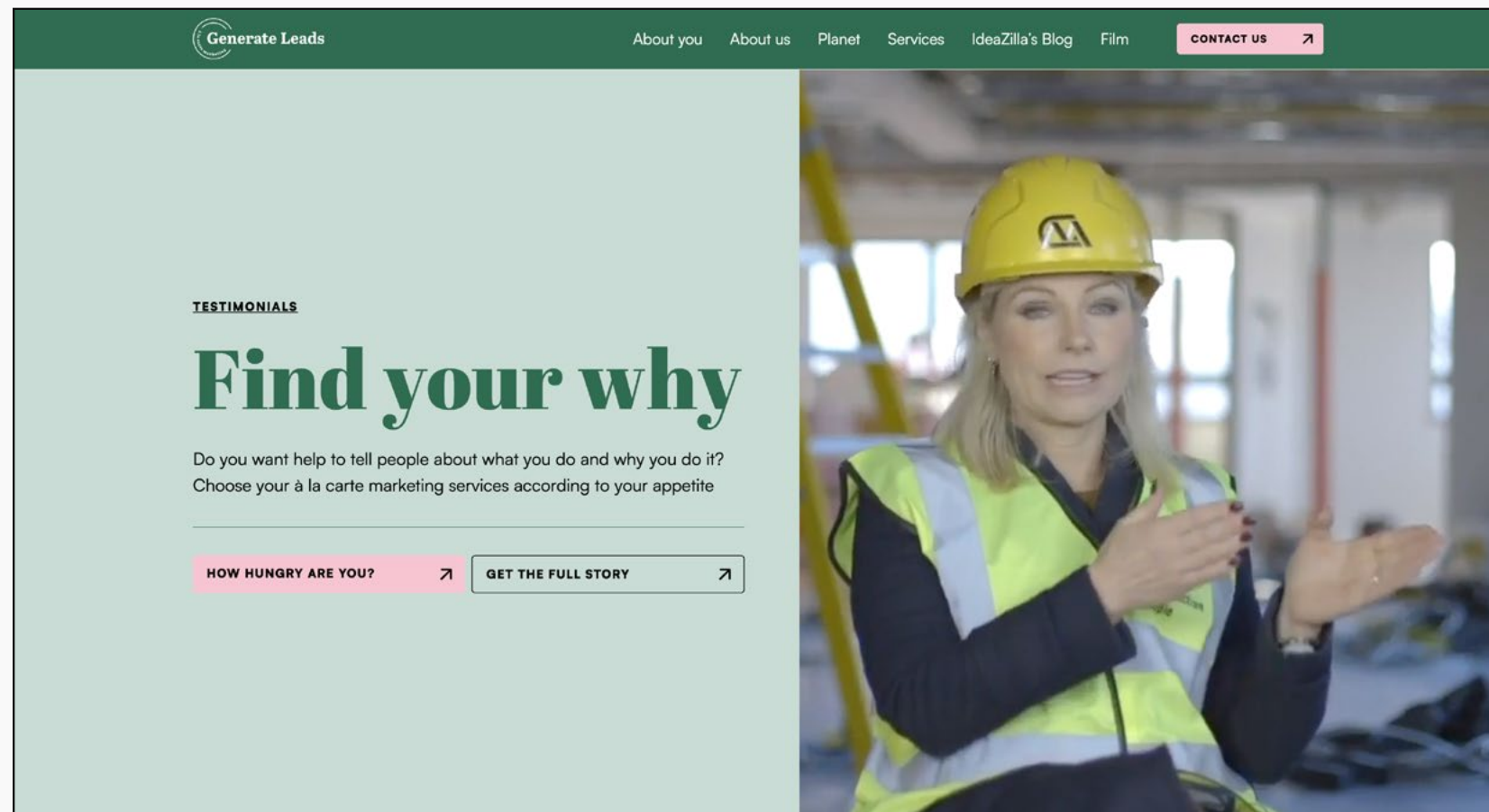
#### Our website design process:

- 1. Wireframe** - This is a greyscale layout of the website to help us visualise how the content will live and interact. This helps us to understand exactly what content is needed for the site, how many pages are needed, and how our users will move around the site.
- 2. Design Prototype** - Once we have an understanding of what is required and the general layout of the site, we can build a more in-depth design prototype. The design prototype will create a shareable link which allows us to move around the site as if it was a real website. The content will also be created at this stage and reviewed at the same time as the design prototype. This allows great agility at an early stage to change any design decisions or layouts without having wasted any less agile development time.
- 3. Webflow Development** - Once the Design Prototype has been signed off development within Webflow can begin using the Design Prototype as the foundation.

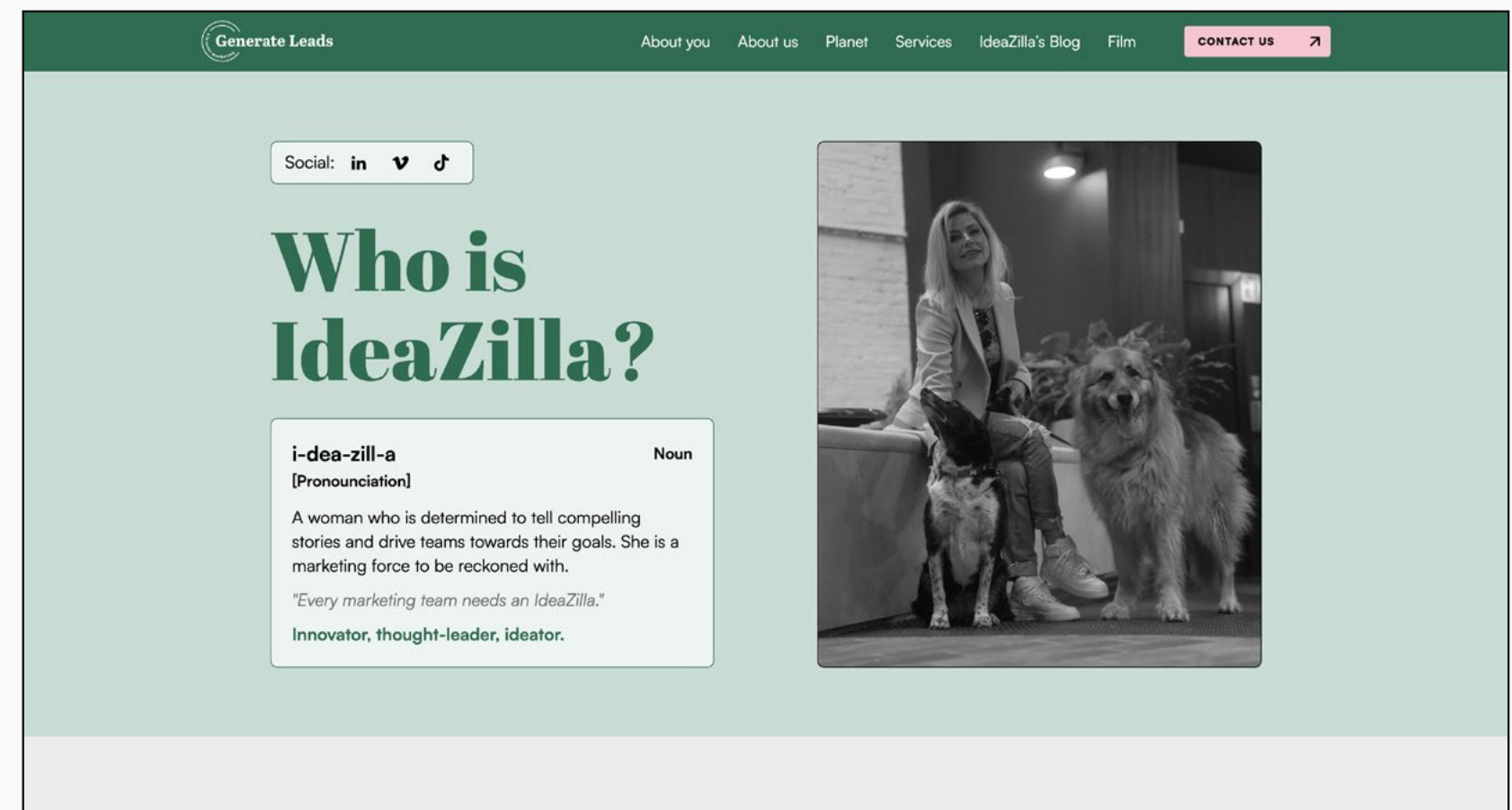
A sign-off agreement will be shared with you at the end of each stage.

## Websites

[Our website](#) is a good example of expertise and good user experience. We reshaped GenerateLeads colors, design and structure using Webflow, and put in place a strong Analytics strategy to understand what our traffic does on the website.



Updated Home Page

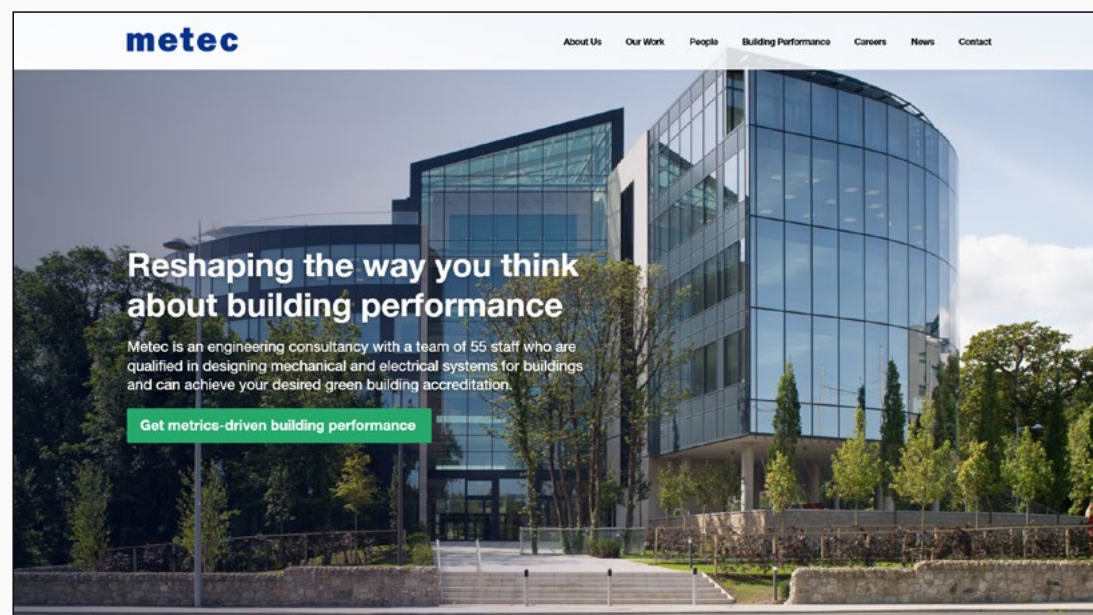


Updated Blog Page

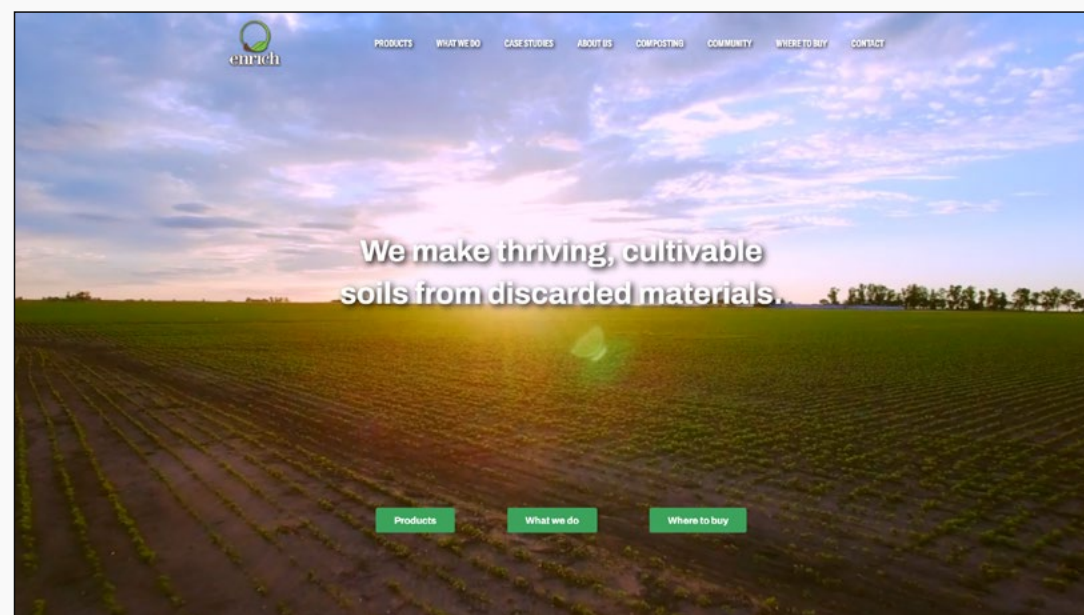


## Websites

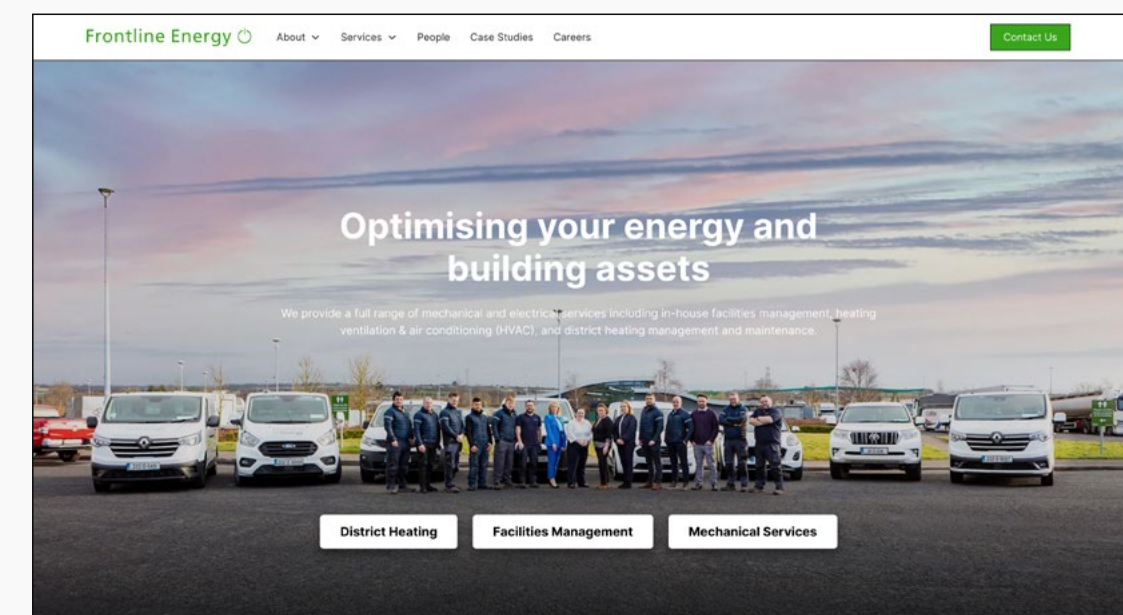
Our clients, [Metec](#), [Enrich](#) and [Frontline Energy](#) engaged the Generate Leads team of creatives to strategically redesign and build their websites in the context of their marketing goals and content strategy.



Metec - Updated Home Page



Enrich - Updated Home Page



Frontline Energy - Updated Home Page



## Films

**Everyone has a cinema in their pocket now.**

Make your own film, tell the story your way and the members of your tribe will watch it and, if it's good enough, engage emotionally.

[See more of our films](#)



**Way2Work Presents: Owen's Story**



04

## Your Conduits

Jones Engineering Group wanted to create a piece celebrating their 125 year history and highlight their LEAN approach to manufacturing. We blended archival content from the JEG vault with Piece To Camera Interviews and produced a short Expository Documentary.

One Million Lives seeks to reach people and equip them with the ability to understand and improve their mental health .This video explores how asking “Are you ok?” can make a big difference to someone’s health and happiness.



### **An Ongoing Marketing Strategy**

A good website is great, but it needs to be alive, active and taking place in a continuous marketing strategy to truly bring you success. The chariot can't move without the horse. It will only stand there, without purpose, just to be looked at, when it could be part of the journey to bring your values and services to your client's door! An ongoing marketing strategy will drive constant traffic and attention to your brand.

#### **Our ongoing marketing strategy includes:**

- A Website Content Strategy; we update and optimize your website to stay fresh through content marketing and SEO.
- A yearly content calendar ready-to-go; we will take care of your social media content strategy from start to finish with important content pillars in mind.
- A monthly newsletter; stay in touch with your leads through a designed, user-friendly and attractive email marketing plan that will bring further conversions your way.
- A blog section; our writing skills will adapt to your objectives, with well-researched topics that will drive your audience to you.
- An Account-Based Marketing Strategy; we will create content that matters and uniquely targets the clients you want to grow your leads.

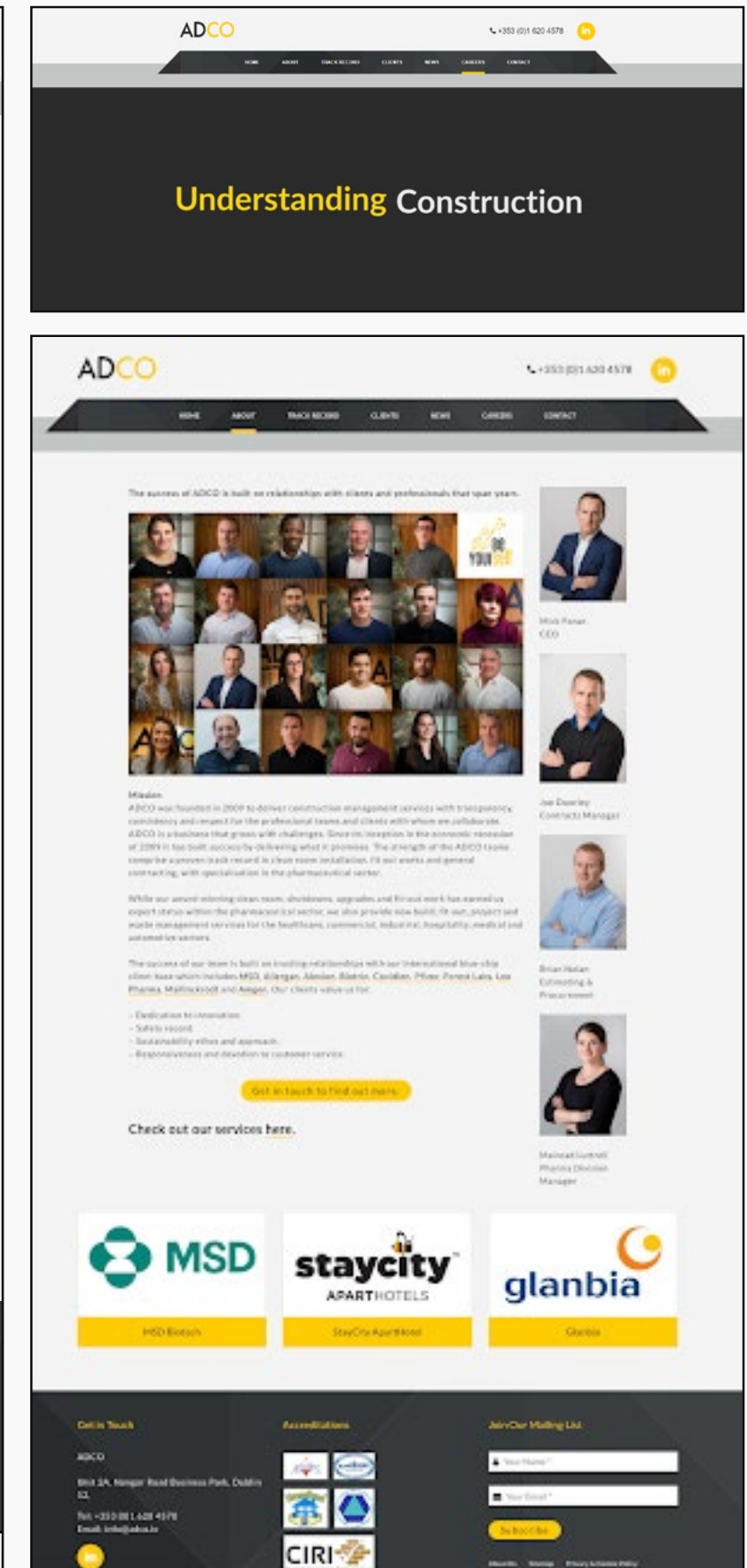
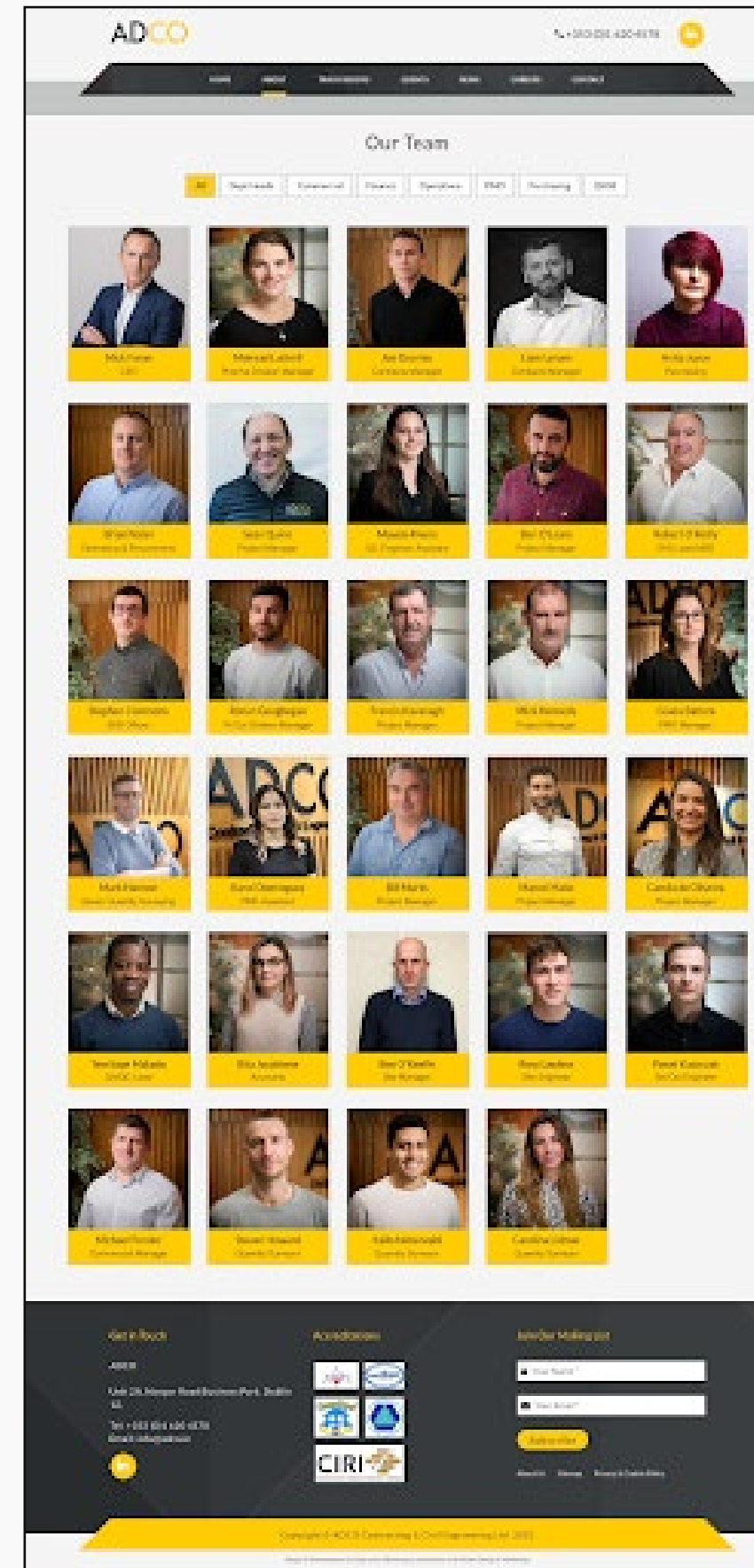


## Website Management

We have updated an existing stale website to reflect the [ADCO](#) employer brand.

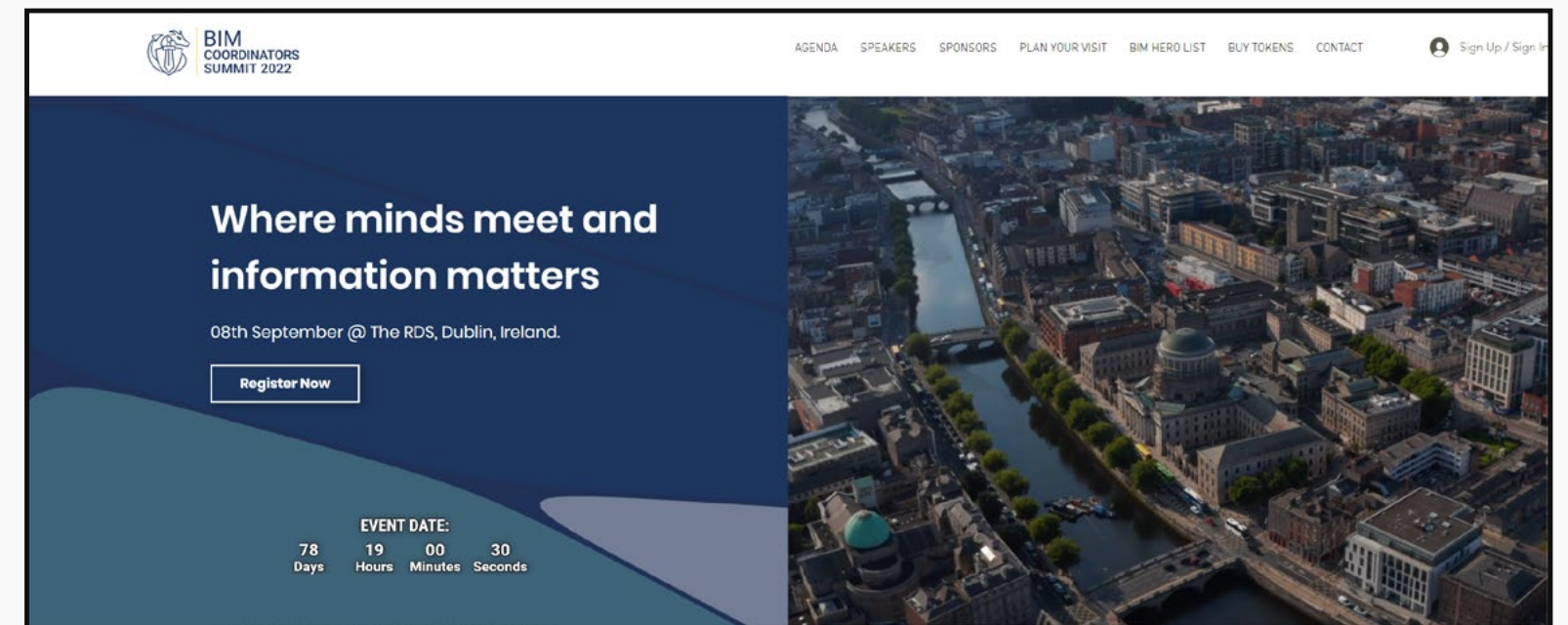


Meet the team!



## Website Management

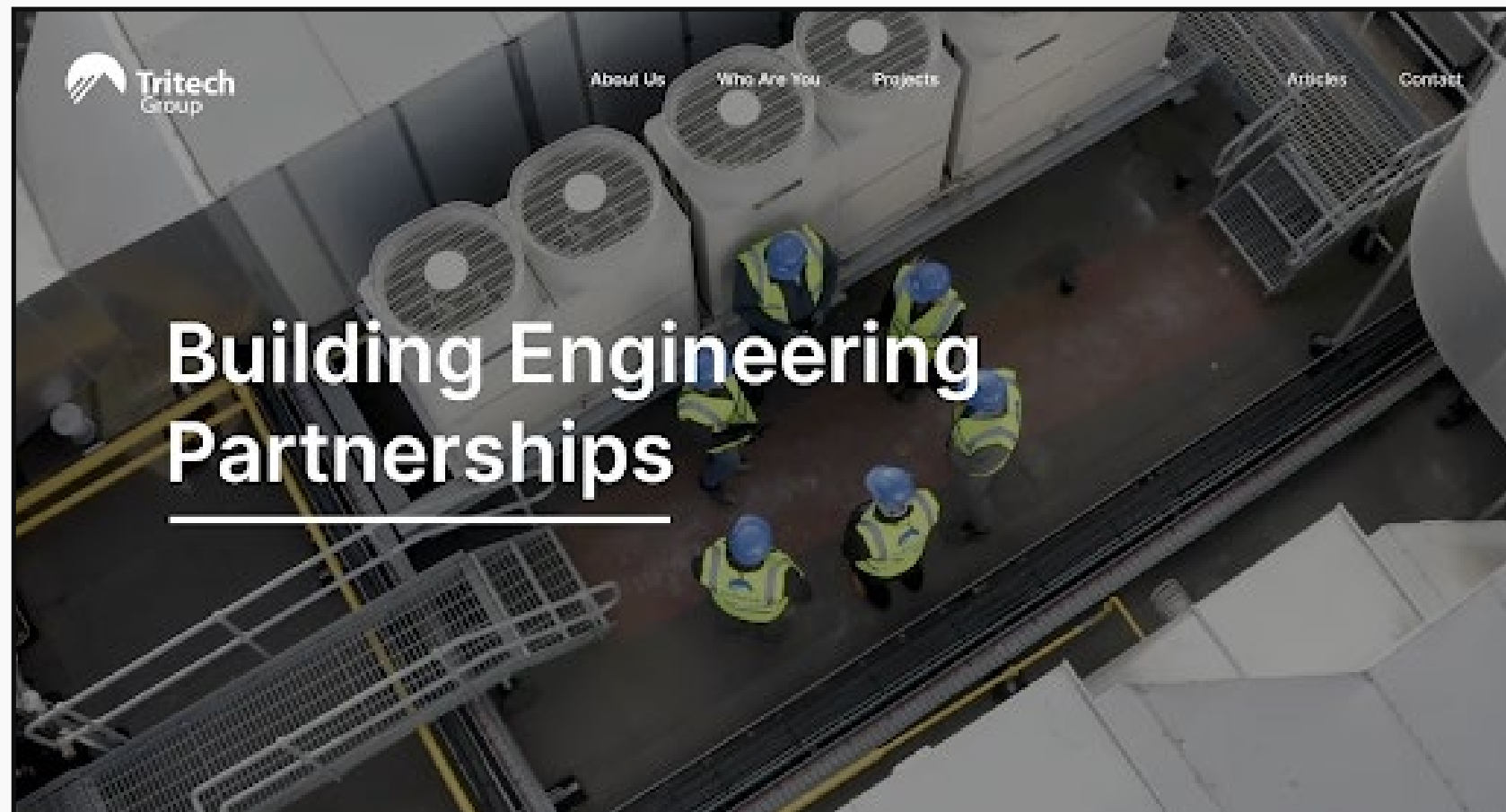
We have updated an existing brand and website to include new brand elements for [BIM Coordinators Summit](#).



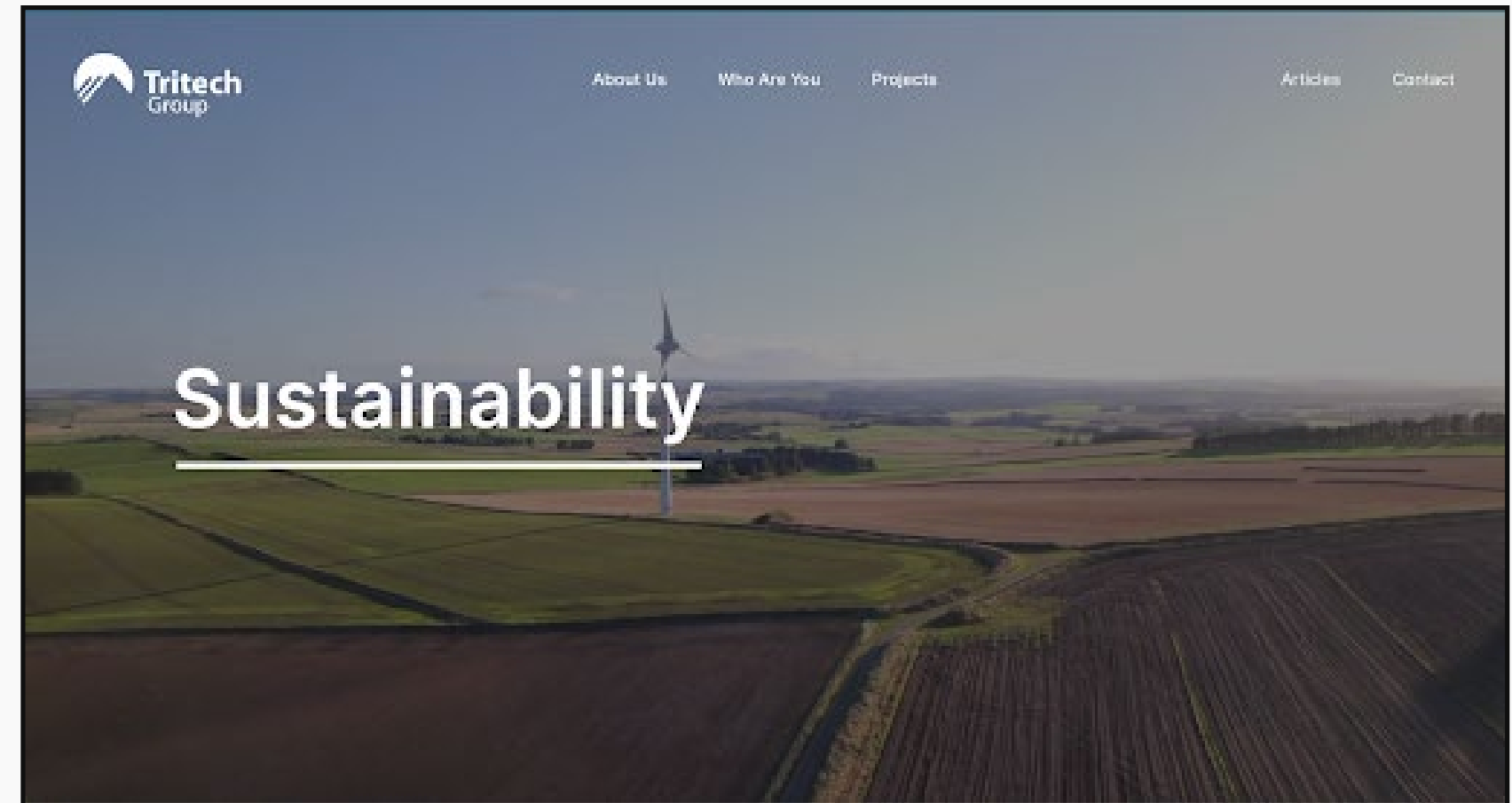


## Website Management

In an ongoing marketing effort, we devised, project managed and delivered a content creation strategy for the new [Tritech website](#).



Tritech Hero Video



Tritech Sustainability Hero Video



## Newsletter & Blog

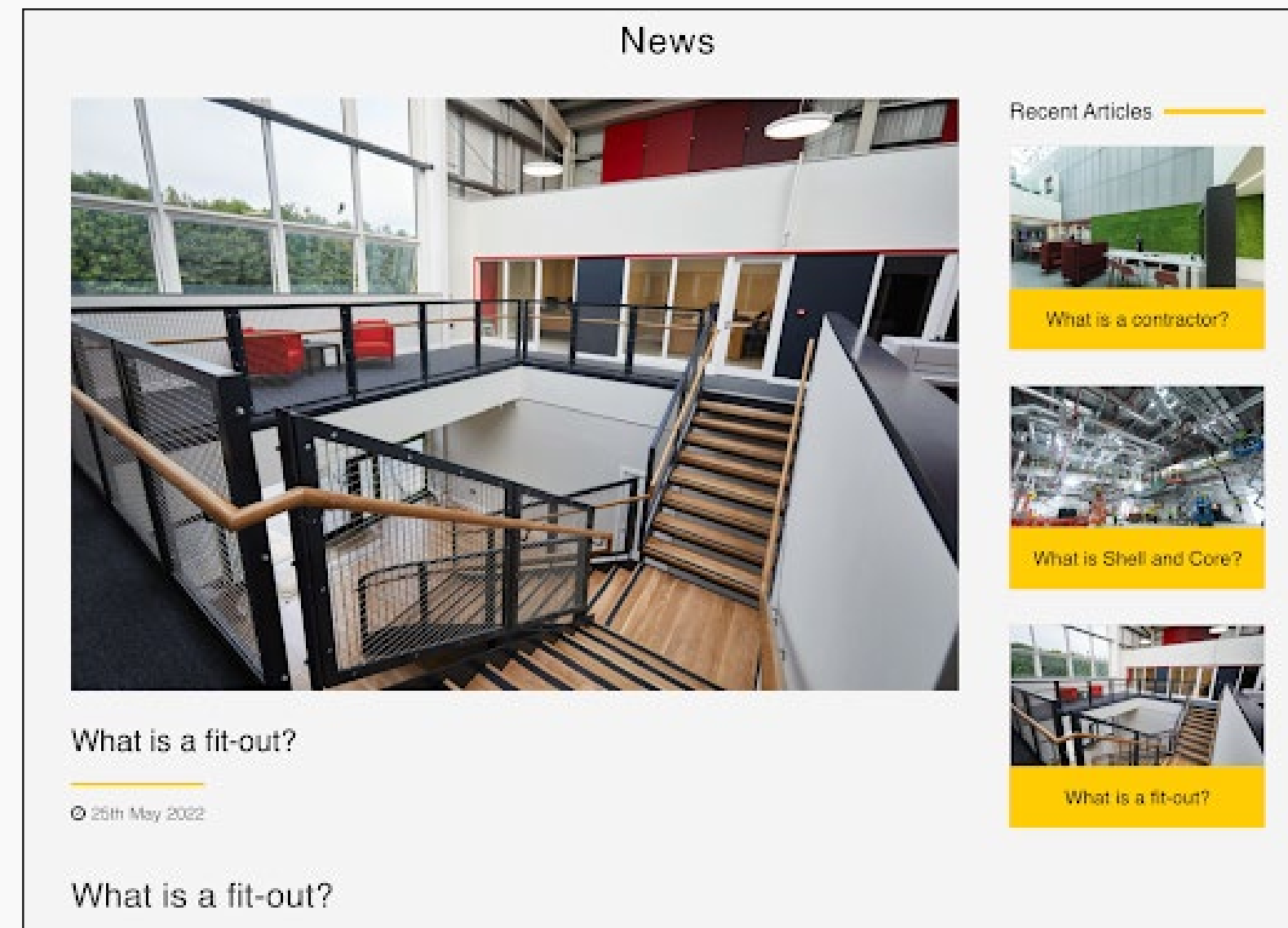
Internal Newsletter strategy to develop the employer brand, and show ADCO both to the existing staff and new arrivals.

[Click to see the whole newsletter.](#)



Building ADCO Blog Strategy and posting articles on a weekly basis. As a result, traffic went up and the blog "What is a fit-out?" ranked their website first on Google organic search results.

[Click to see the blog posts.](#)





## LinkedIn Banners

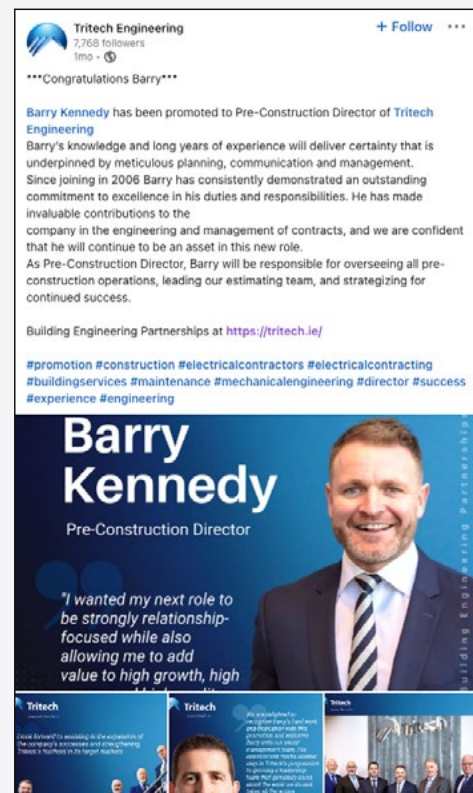
Our new designs for LinkedIn Banners.





## Social Media Management

### Congratulations Barry!



ORGANIC ENGAGEMENT
437 Engagements
27.53% Engagement rate
Clicks 2,993
Click-through rate 24.03%
Reactions 270
Comments 165
Shares 2

ORGANIC DISCOVERY
14,366 Impressions
12,457 Unique impressions

### The changing face of construction



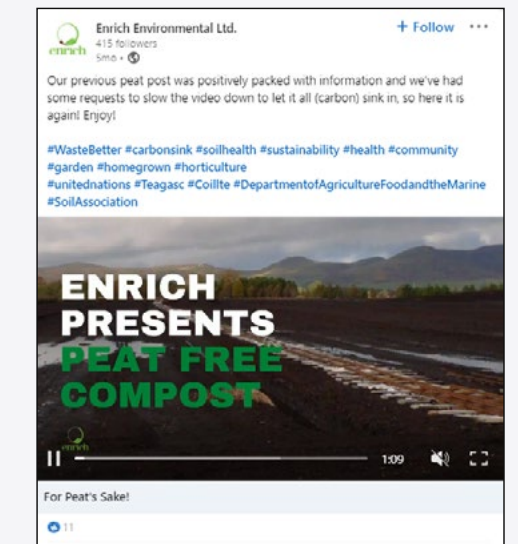
ORGANIC ENGAGEMENT
287 Engagements
5.5% Engagement rate
Clicks 163
Click-through rate 3.1%
Reactions 119
Comments 4
Shares 1

ORGANIC DISCOVERY
5,266 Impressions
3,619 Unique impressions

VIDEO PERFORMANCE
2,562 Views
2,303 Viewers
880.7 Minutes viewed

### Peat Free Compost



ORGANIC ENGAGEMENT
68 Engagements
4.1% Engagement rate
Clicks 44
Click-through rate 2.7%
Reactions 22
Comments 1
Shares 1

ORGANIC DISCOVERY
1,640 Impressions
1,066 Unique impressions

VIDEO PERFORMANCE
446 Views
397 Viewers
142.6 Minutes viewed



## Social Media Management

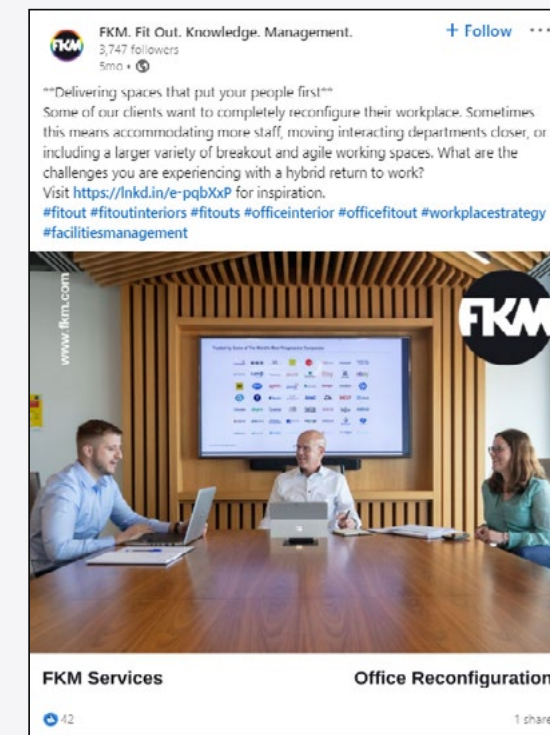
### Meet the team!



ORGANIC ENGAGEMENT
278 Engagements
7.2% Engagement rate
Clicks 213
Click-through rate 5.5%
Reactions 55
Comments 10
Shares 0

ORGANIC DISCOVERY
3,841 Impressions
2,182 Unique impressions

### Delivering spaces that put your people first



ORGANIC ENGAGEMENT
138 Engagements
6.2% Engagement rate
Clicks 95
Click-through rate 4.3%
Reactions 42
Comments 0
Shares 1

ORGANIC DISCOVERY
2,221 Impressions
1,384 Unique impressions

### Earthday Farmers Market



ORGANIC ENGAGEMENT
68 Engagements
25.92% Engagement rate
Clicks 82
Click-through rate 18.81%
Reactions 26
Comments 3
Shares 2

ORGANIC DISCOVERY
534 Impressions
180 Unique impressions

05

# À la Carte Marketing



## Starters

### Craft your narrative €600

3 hour workshop to find your why

### Account Based Marketing Strategy €650

Focused growth strategy that integrates sales and marketing activities

### Inbound Marketing Strategy €650

Devising a campaign calendar for valuable content and experiences for your customers

### Social media growth, Search

### Engine Optimisation and Google ads €600

Starting with keywords research and workshopping and ending with an optimised digital footprint

CURIOUS

STORYTELLERS

DESIGNERS

ALCHEMISTS

We are

LISTENING

COLLABORATORS

STRATEGISTS

CREATORS



## Main

### Social Media Content Creation €600

Graphics, videos, blogs - the things you need to grow your followers

### Social Media Management €600

Nurture new members towards your tribe

### Website Audit €650

A full report on how your website is performing

### Website Strategy, Design and Build €850

A website from story to delivery

### Film €1300

Show not tell

### Editing €550

Create impact with animated graphics and slick cuts

CURIOUS

STORYTELLERS

DESIGNERS

ALCHEMISTS

We are

LISTENING

COLLABORATORS

STRATEGISTS

CREATORS

## Pudding

**Copy Writing** €750

Let us tell your story the right way

**Awards Submissions** €850

Ideation, strategy, design and copy,  
all the way to the stage

**Technical Tender Submissions** €800

Put a targeted piece of marketing in front  
of someone who has a job to give you

CURIOUS

STORYTELLERS

DESIGNERS

ALCHEMISTS

We are

LISTENING

COLLABORATORS

STRATEGISTS

CREATORS

## Your Retainer

A retainer would be a blended rate of different services paid on a monthly basis through a long-term contract. The daily rates are transparent and you can choose from the menu according to your appetite.

We choose together the amount of hours per month needed to complete your ongoing marketing objectives. Once we decide your objectives together, we can build a budget specifically made for you.

CURIOUS

STORYTELLERS

DESIGNERS

ALCHEMISTS

We are

LISTENING

COLLABORATORS

STRATEGISTS

CREATORS



06

# Our Track Record



06

## Generating Leads for these clever organisations

**MICA**  
ARCHITECTS

 **enrich**

 **Tritech**  
Group

**ADCO**

 **metec**  
CONSULTING ENGINEERS

 **green**  
our planet

 **Jones**  
Engineering

**Linesight**

 **KSN**  
construction  
consultants



 **BIM**  
COORDINATORS  
SUMMIT 2022

 **SUIR**  
ENGINEERING

 **kld.**

**versatile**

 **Total Fitout**

 **FKM** FIT OUT.  
KNOWLEDGE.  
MANAGEMENT.

 **4Site**

 **MERCURY**

**hereworks**

 **Scott group**

 **BUILT**  
INTERIORS

**Jacobs**

 **Irish Fencing Services**  
SECURE • ENHANCE • PROTECT

 **alliance**  
EXPLORE FLOORING

 **HEGARTY**  
Building & Civil Engineering  
Contractors

**HOMAN O'BRIEN**  
Engineering Excellence.

**ARDMAC**

 **DORNAN**

**MJTurley**

**Keith McGuirk**  
Specialist Electrician

**Frontline Energy** ⏻

 **AMC**  
REMOVALS & STORAGE

## Generating Leads for these clever organisations



We are working with Tiffany and her team to tell the story of MCA's people and projects. We are very happy with the creativity, insightful knowledge of our industry, and management of the process to achieve our ongoing marketing objectives. The bar has been raised!

**Gerry Murphy, Director**  
MCA Architects



We are an NGO and we're so busy, our marketing team are amazing and Tiffany has helped us think outside the box, and helped us to be more targeted and strategic.

**Ciara Byrne, Co-CEO**  
Green Our Planet



Bar and standard raised! Tiffany, thank you. You achieved and exceeded our initial brief and aims for where we wanted to get to! Absolutely delighted!

**Bernard Denver, Managing Director**  
Metec



Tiffany brings a unique understanding of our industry and her team has worked with Hereworks for two years through the challenges of lockdown. She produced helpful, inspiring content for social media, tenders and presentations. She helped us build our brand awareness and digital footprint.

**Stephen Lyons, COO**  
Hereworks



Tiffany and her team helped us to devise a digital strategy comprising the elements of new website, content creation, digital strategy and LinkedIn posts. We are delighted with the way the process was managed and the creativity and ideas that helped us to tell our story. We plan to keep up the good work!

**Joe Delaney, Group Managing Director**  
Tritech Group



We have a great Irish business and Tiffany is helping us to tell our story in a way that differentiates us from the rest. She brings a fresh perspective, creative ideas and brings it all together with strategy.

**Sarah Wilson, Owner/Financial Director**  
Irish Fencing

[Read more testimonials](#)





07

# The People Who Generate Your Leads



# Our Team



**Tiffany is  
IdeaZilla!**

Tiffany has a talent for ideation and inspiration, and was Marketing Director at Mac-group for 7 years. More than ideas, Tiffany has completed an Msc Grade 1 in Digital Marketing Strategy. She has a keen interest in how the construction and engineering community can drive sustainability in the built environment.

Tiffany will bring her experience as a director in a large contractor, her LEED Green Associate qualification and passion for sustainability, and her ability to create emotional engagement to evolve your message and content strategy.

[Read more of Ideazilla's insightful articles](#)



**Declan  
is The  
Contenter!**

Declan completed a degree in Communications at Dublin City University and was a full-time entrepreneur for 13 years by running one of the most in-demand music entertainment companies in Ireland.

As a digital creator, Declan will create on-point targeted videos and social media posts optimised for each of your platforms. He will build creatives that will speak to your audience, showing you as experts in your domain.



07

# Our Team



**Justine is  
The Digital  
Dynamo**

Justine is a digital marketing specialist and operations manager with a Master's with Distinction in Digital Marketing Strategy from Trinity College Dublin. She has experience in developing and implementing successful data-driven marketing strategies for brands, including website, digital advertising, SEO, social media, influencer, and content strategies. Once the strategy is made, she makes sure the plan is followed.



**Thomas is  
The Design  
Dude!**

Thomas worked in mac-group alongside Tiffany for 2 years. With a BSc Product Design Marketing and Innovation in his pocket, he has the graphic design skills needed to execute your vision.

He will distill all aspects of your branding, value proposition, and offers into a responsive website in a simple and distinctive manner using the designer's favourite software: Webflow.

[See more of the team](#)



**Are you ready to take your marketing strategy to the next level?**



## **Talk to Tiff**

tiffany@generateleads.com

+353 86 040 3236

www.generateleads.ie

**in**

