

Content that converts



We help businesses in the built environment and engineering sectors convert their sales pitch into engaging content that delivers on the bottom line.

How? By showcasing your products and services in the most relevant ways to meet your customers' needs and wants.



We help you get the right message, to the right person, at the right time.

What do you need help with?

Attention & trust

- We help you stand out with content that speaks your customers' language - when and where they need it. This includes helping them understand key industry issues or product features better to build trust and interest in your business and its offering.

Understand your customers

- By creating campaigns that allow us to track your customers' behaviours we can help you understand them better. Do they prefer video to podcasts; industry reports to blogs and where do they want the information - on your website, social media or a third party platform?

Feed the beast

- Any content needs to be part of a wider strategy and plan, but once in place we help keep your channels up-to-date with the type of blogs, social posts and other content that your customers are looking for.

We also support you with planning and capturing content generated at events, exhibitions - or as part of the day-to-day running of the business - to maximise ROI of any activity.

Warm your leads up

- We help you determine when a prospect is ready to talk to you - and what they're interested in. By tracking and interpreting their behaviours on various channels - email, website, social media - we'll flag when it's time for your sales team to get in touch.

Build stronger & more profitable relationships

- Do you believe you could get more work out of existing clients, but feel like you're missing a trick? We help you take a more personalised approach to your sales and marketing to strengthen existing relationships and foster new contacts within an organisation.

Bridge the gap between sales and marketing with content that converts.

Get in touch today: malin.cunningham@wearehattrick.com

