

CASE STUDY

+211%

increase in enquiries
and tracked goals

21,377

Email clicks
recorded in 2025

+743%

LinkedIn
follower growth

Driving **measurable
growth** for a UK
chemical manufacturer





Arrow Solutions is a leading UK manufacturer of high-performance cleaning and maintenance chemicals, serving industrial, transport, and commercial sectors.

In 2017, despite strong product performance and respected industry approvals, Arrow's marketing infrastructure was underdeveloped. Digital visibility was limited, engagement inconsistent, and performance tracking minimal.

Through a long-term partnership with Start 2 Finish Marketing (S2F), Arrow implemented a structured chemical manufacturing marketing strategy that delivered sustained growth in website performance, lead generation, LinkedIn authority, and distributor engagement.

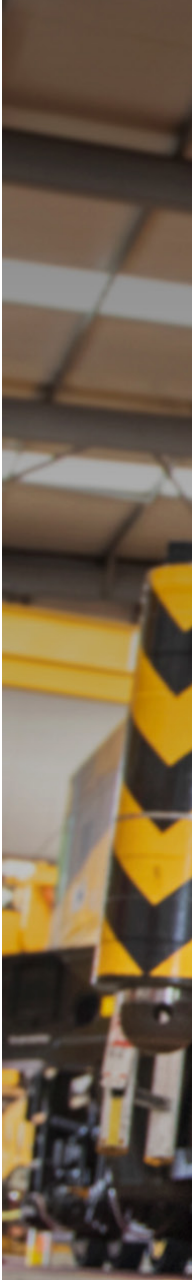
Between 2017 and 2025, Arrow experienced a complete transformation in its digital presence and brand visibility.

Context & Background

About the client

Arrow Solutions is a UK manufacturer of high-performance cleaning and maintenance chemicals, supplying industrial, transport, facilities management, and commercial sectors.

Their formulations are technically robust, field-proven, and backed by respected approvals. In operational terms, Arrow was strong: their products performed, their customers trusted them, and their sales team delivered. On the surface, the business was doing well. But beneath that strength, there was untapped potential.





“The transformation in our marketing performance has been significant, and commercially meaningful.”

The client story

By 2017, Arrow had built a reputation based on product quality and long-standing relationships. Sales were driven primarily through direct engagement and existing customer networks.

Marketing, however, had not evolved at the same pace as the commercial side of the business. Activity was reactive rather than strategic, and digital channels existed but were not fully leveraged. Performance data was limited, meaning marketing contribution could not be clearly measured or optimised.

In short, the brand's visibility did not reflect the strength of the products behind it.

Arrow recognised that future growth would require them to keep their great formulations, but implement a structured marketing strategy, aligned directly with commercial objectives and capable of supporting both direct sales and an evolving distribution model.

That is when the partnership with S2F began.

The challenge

Initial challenges

Although Arrow had strong technical credibility, several structural limitations were holding back wider growth:

- Marketing lacked a long-term strategic roadmap
- Digital presence was underdeveloped
- LinkedIn was present but not positioned as a B2B authority channel
- Analytics and goal tracking were not embedded
- Email activity was inconsistent and largely untargeted

Individually, these gaps were manageable. Collectively, they restricted visibility, scalability, and measurable progress.

Strategic challenges

However, the real challenge was not increasing activity. It was transforming marketing from a support function into a commercial growth engine.

Arrow needed:

- A scalable chemical manufacturing marketing strategy
- Stronger brand trust across UK industrial markets
- Data-led decision-making to replace assumption
- Marketing systems capable of supporting distributor growth
- Clear alignment between marketing activity and sales enablement

This means a structural transformation – and these changes require

“Their structured approach has modernised how we promote and support our product range, delivering measurable improvements across digital performance.”

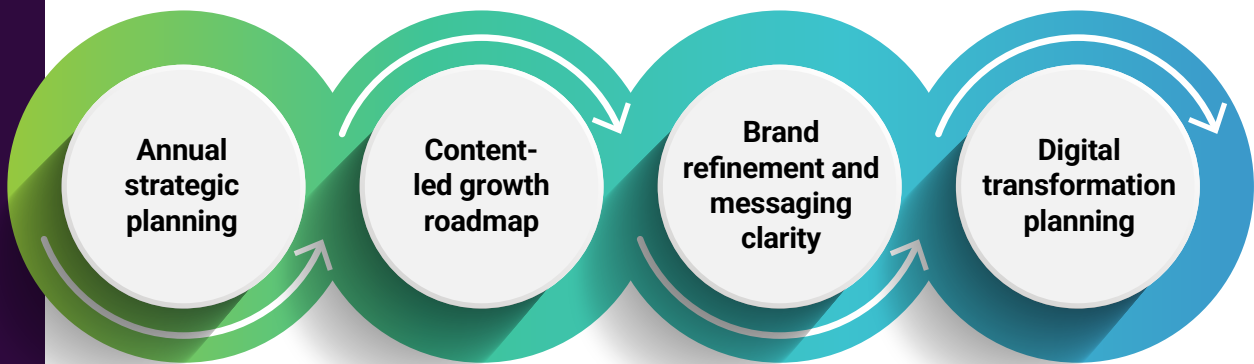
Alex Campbell,
Head of Sales, Arrow Solutions

“Our partnership with Arrow has been built on long-term vision and measurable growth. Acting as an extension of their team, we’ve helped modernise their marketing and align it closely with evolving sales objectives.”

Richard Hill,
Account Manager, S2F Marketing

The solution Strategy

S2F became an integrated marketing partner, delivering:



In 2024, a refreshed brand approach and website enhancement supported Arrow's new distributor model, including the launch of a "Where to Buy" feature.



Implementation Marketing infrastructure

- Conversion tracking implementation
- Behaviour monitoring for user journeys
- Structured SEO optimisation
- Email automation and segmentation



Multi-channel campaign execution

S2F operated as an extension of Arrow's team, delivering proactive strategic leadership.

- Product launch campaigns
- COSHH guidance content
- NSF approvals promotion
- Sales collateral and catalogues
- Exhibition and POS material
- Packaging design
- LinkedIn and email campaigns

The results (2017-2025)

Quantitative outcomes

Over eight years, Arrow experienced a complete digital transformation: from strengthened website engagement to accelerated lead generation systems.

Their LinkedIn became a credible B2B authority channel, and their email marketing evolved into a consistent commercial driver.

Digital performance improved year-on-year, including:

- **45% increase in annual website visits**
- **Page views reaching 92,116 in 2025**
- **Average time on site increasing from 1m 20s to 3m 48s**

Lead tracking and behavioural monitoring enabled the team to measure marketing contribution for the first time. Email engagement scaled significantly, and the 2024–2025 distributor-focused website enhancements generated 3,443 “Where to Buy” views and 347 direct click-throughs to distributor websites.

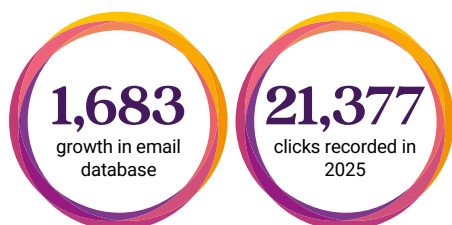
Lead generation growth



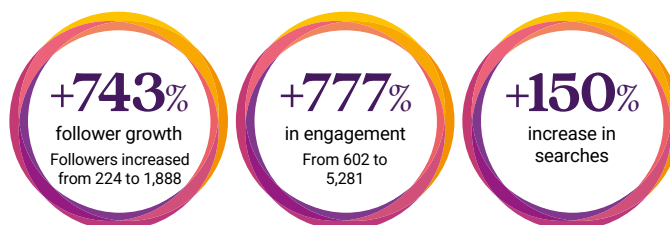
From 1,379 (2017) to 4,292 (2025)



Email marketing growth



LinkedIn Performance



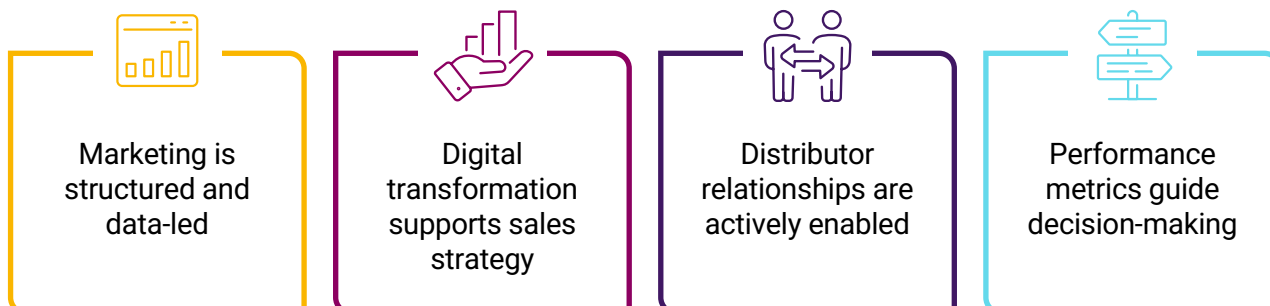
These metrics reflect all the changes that S2F implemented alongside Arrow, and represent the transition from fragmented marketing activity to a structured, data-led chemical manufacturing marketing strategy aligned with sales and distributor growth.

Qualitative outcomes

- Measurable marketing performance
- Stronger alignment between marketing and sales
- Enhanced distributor engagement
- Improved brand credibility across UK industrial markets
- Sustainable, scalable marketing framework

Lessons learned

Traditional chemical manufacturers can achieve measurable growth when:



The S2F logo is a white speech bubble with a tail pointing downwards, containing the letters 'S2F' in a bold, purple, sans-serif font. It is centered at the top of the page, which has a dark purple background with a large, stylized, multi-colored arc (purple, pink, orange) at the top.

Want to achieve similar results for your manufacturing business?

Contact Start 2 Finish Marketing to discuss how a precision-led marketing strategy could support your growth.



Sales & Marketing Strategy

Comprehensive Marketing Strategy Development
Brand Positioning and Messaging
Market Research and Competitive Analysis



Brand Design & Development

Logo Design and Rebranding
Visual Identity Development
International Branding and IP Research



Website Design & Development

Website Design and Development
Search Engine Optimisation (SEO)
Pay-Per-Click (PPC) Advertising
E-commerce and Catalogue Platform Development
International Platforms
Payment Gateway Integration



Digital Marketing

Social Media Marketing
Content Marketing
Influencer Partnerships
Email Marketing Campaigns
International Campaigns
Marketing Automation Implementation



Traditional Marketing

Print and Corporate Collateral
Exhibition and Event Marketing
Promotional Products
Structural and Outdoor Advertising



Content Creation & Multimedia Production

Photography and Videography
Branded Graphics and Infographics
Visual Assets
Social Media Content Planning and Creation

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