

CASE STUDY

100%+
increase
in sales

64%
increase in
website visitors

345%
increase in
LinkedIn
followers

Strategic rebranding
and lead generation for a UK
carpet tile manufacturer





Lifespace Flooring is a UK-based manufacturer of carpet tiles, supplying the commercial flooring market with design-led, practical flooring solutions. Operating in a highly saturated and competitive sector, Lifespace recognised that while its product offering was strong, its sales and marketing activity was not supporting long-term growth.

This case study explores how S2F partnered with Lifespace to reposition the brand, modernise its market presence and create a joined-up sales and marketing strategy that delivers measurable commercial results.

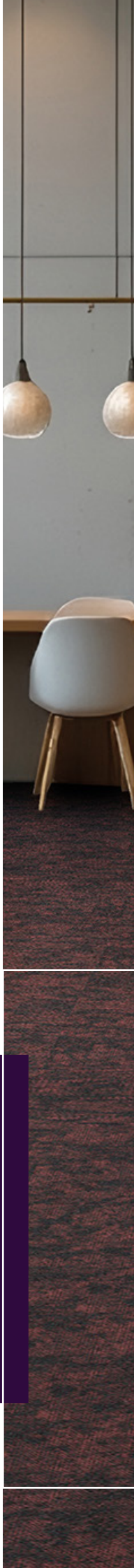


“Sales in the first year have more than doubled, with a steady flow of new enquiries now coming in nationwide.”

Context & Background

About the client

Based in Preston in the north of England, Lifespace is a manufacturer of carpet tiles, supplying the commercial flooring market with design-led, practical flooring solutions. The business' vision is to become the UK's leading supplier of premium carpet tiles, combining exceptional quality with unbeatable value.





“

Lifespace Flooring have been working with S2F for two months now, working on the re-brand of our carpet tile manufacturing business. The S2F team have impressed us with their design skills on our sample books and our new logo. They will also be building us a new and improved website.”

Isabelle Banks
Operations Director, Lifespace

The client story

Lifespace came to S2F with a strong manufacturing capability but a marketing and sales presence that wasn't doing it justice. The business was operating in a highly saturated carpet tile market, and several underlying issues were preventing it from reaching its commercial potential.

Its online presence was weak and inconsistent, offering little to reassure specifiers, contractors and commercial decision-makers evaluating the business. Without a clear sales and marketing strategy in place, activity was disjointed rather than working towards a shared set of objectives. Brand differentiation was limited in a crowded field of competitors, making it difficult for Lifespace to stand out on quality and design alone. Visibility with the audiences that mattered most was low, and as a result, lead flow was inconsistent and inbound enquiries were limited.

At the core of the issue was a disconnect: Lifespace's manufacturing strength simply wasn't being communicated clearly or consistently to the market. The business had every reason to compete at a higher level – it just needed the strategy, brand and marketing activity to catch up with its capability.

The challenge

Lifespace faced a number of challenges that were holding the business back:

- A weak and inconsistent online presence
- No clear sales and marketing strategy
- Limited brand differentiation in a crowded carpet tile market
- Low visibility with specifiers, contractors and commercial decision-makers
- Inconsistent lead flow and limited inbound enquiries

While the business had strong manufacturing capability, this was not being communicated clearly or consistently to the market. As a result, Lifespace was not maximising its commercial potential.

The solution

Strategy

S2F began with a series of in-depth strategy sessions with the Lifespace leadership team. The objective was simple: to build a clear, actionable sales and marketing plan that positioned Lifespace as a credible, design-led UK carpet tile manufacturer.

The strategy focused on:



Identifying where Lifespace could genuinely differentiate



Clarifying the brand proposition and target audiences

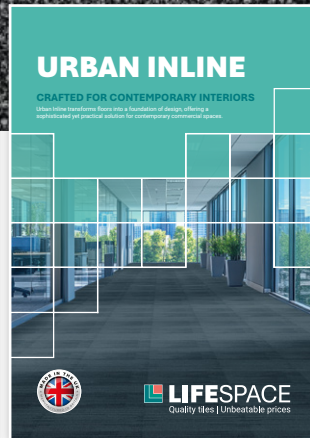
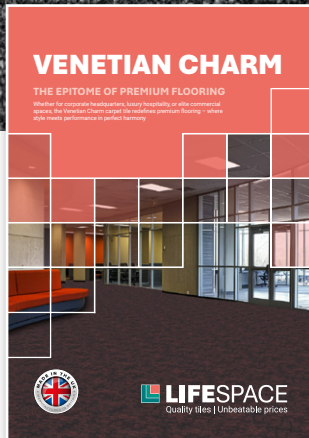


Aligning sales activity with marketing output



Creating a professional, consistent brand presence across all touchpoints

Rather than tactical marketing activity in isolation, the focus was on building a long-term platform for growth.



Implementation

A complete professional rebrand

Working closely with the Lifespace team, S2F delivered a full rebrand that reflected the quality, design and professionalism of the business. This included:

- A new logo and visual identity
- Professionally designed sample books to support sales conversations
- Consistent brand guidelines for ongoing use
- Modern and industry leading website

The rebrand provided Lifespace with the confidence and credibility needed to compete at a higher level.

Website, SEO and PPC delivery

A new website was developed to clearly communicate Lifespace's product range, manufacturing capability and commercial value.

The site was built with performance in mind, supported by:

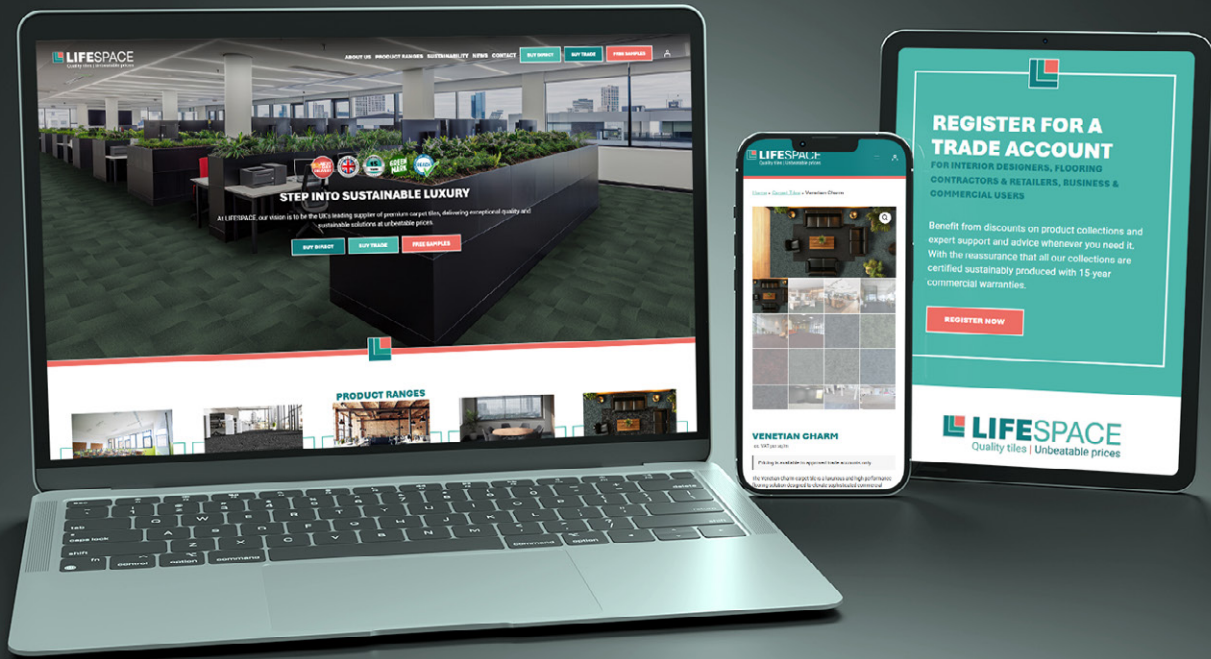
- A targeted SEO strategy to improve organic visibility
- PPC management to generate immediate, high-quality enquiries
- Clear calls to action to support RFQs and account sign-ups

This created a digital platform that actively supports sales rather than simply existing online.

Exhibition and on-site support

To support face-to-face sales activity, S2F also provided exhibition design and on-site support, ensuring that Lifespace's brand was presented consistently both online and offline.





The results

Quantitative outcomes

Digital growth

100%+
increase
in sales

64%
increase in
website visitors

With a regular flow of new RFQs and account sign-ups, and consistent, nationwide lead generation Lifespace has a solid foundation for continued growth.

Marketing activity is now structured, proactive and aligned with commercial objectives.

Email campaign performance

35.2%
open rate,
well above
the standard

6%
unsubscribe
rate

LinkedIn performance

345%
increase in
LinkedIn
followers

7,726%
increased
impressions

1,576%
increased
engagement

“I loved working on this brand; a real opportunity to ensure Lifespace stand out in a crowded industry.”

Kirendeev Viridi
Graphic Designer, S2F Marketing



Qualitative outcomes

Lifespace now operates with:

- ✓ A clear and confident brand position
- ✓ A joined-up sales and marketing strategy
- ✓ Consistent lead generation rather than sporadic enquiries
- ✓ Marketing that actively supports business development

Most importantly, Lifespace's marketing now reflects the quality and ambition of the manufacturing business behind it.

Key points

- Strategy must precede execution
- Strong products don't sell themselves
- Consistency across touchpoints builds credibility
- Joined-up marketing drives measurable, sustainable growth



“The S2F team are personable and keep you updated throughout the entire journey, and I would recommend S2F to any business.”

Isabelle Banks
Operations Director, Lifespace



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

s2fmarketing.co.uk



0121 607 1908

info@s2fmarketing.co.uk

4th floor, JQ Modern, 120 Vyse Street, Hockley, Birmingham B18 6NF