

CASE STUDY

60+

website enquiries
p/m

25%

CAGR

24K

PDF downloads
p/a



A marketing partnership built on growth





MWA TECHNOLOGY

metering with accuracy

MWA Technology, a UK-based family-run metering specialist, has grown from a garage-based start-up into the leading UK supplier of gas, water, heat and energy metering solutions. Built on strong customer relationships, technical expertise and a commitment to exceptional service, the business has continued to evolve to meet the changing needs of its markets.

Through a long-term partnership with S2F Marketing, MWA has transformed its marketing into a strategic business asset. Together, we've created a consistent, data-driven marketing programme that strengthens the brand, generates high-quality opportunities and supports continued commercial growth.

Today, marketing plays a central role in MWA's success, increasing visibility, driving demand and equipping the sales team with the tools, opportunities and insights needed to win more business.





“S2F understands our approach to business, what we’re trying to achieve, and they support us in the right way.”

Martin Wardell
Founder, MWA Technology

The marketing journey

Historically, MWA’s growth was driven by reputation, relationships, and repeat business. However, as the market evolved, it became clear that marketing needed to play a more structured and visible role.

Despite strong technical expertise and a loyal customer base, MWA’s biggest challenge was visibility and brand voice. Its digital presence did not reflect the quality or breadth of its offering. S2F initially partnered with MWA in 2010 to build a marketing foundation, including website development, brand positioning, and campaign activity.

During a period of internal restructuring in 2025, MWA brought marketing in-house. While some momentum was maintained, the shift meant brand visibility reduced, and ultimately online leads dropped and sales was affected. Towards the end of 2025 MWA recognised the need to revert to S2F’s strategic and focussed approach, MWA re-engaged with S2F, reigniting our strong, collaborative partnership.

The challenge

- MWA had limited digital presence and brand visibility
- Heavy reliance on relationships rather than proactive marketing
- Inconsistent messaging and lack of clear positioning
- Minimal insight into marketing ROI performance to support sales growth
- Increasing competition within the metering and energy sectors
- Requirement for measurable marketing that supports sales growth
- Improve the user experience and buyer journey

The strategy

Over the 16 years, and counting, S2F implemented a data-led, full-service marketing strategy aligned directly with MWA's commercial objectives.

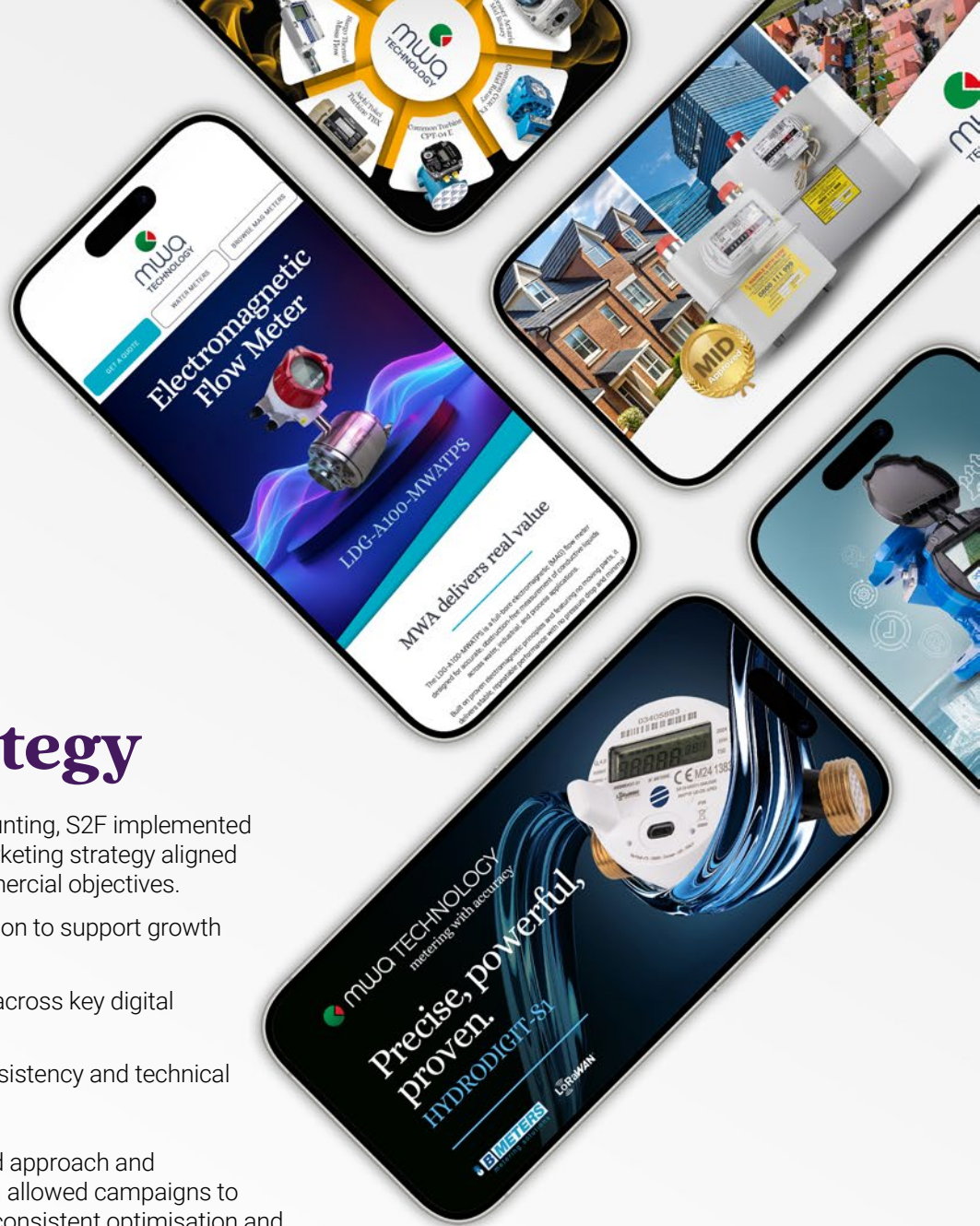
- Increase lead generation to support growth objectives
- Boost brand visibility across key digital channels
- Strengthen brand consistency and technical service credibility

A flexible, performance-led approach and continued communication allowed campaigns to evolve monthly, ensuring consistent optimisation and alignment with business priorities.

"S2F support strategic marketing direction and campaign delivery while working as an extension of the MWA team, aligning closely with their sales activity and building momentum that's translating into real, measurable results."

Satitia Welsh

Account Manager, S2F Marketing



Campaign implementation

Campaign design and messaging

- Product-led campaigns built around real-world applications
- Clear, technically accurate messaging tailored to industry audiences
- Emphasis on reliability, longevity, and performance

Channels and tactics

- Website redevelopment and ongoing optimisation
- SEO strategy focused on high-intent search terms
- LinkedIn campaigns to build awareness and engagement
- Email marketing to support campaigns and nurture leads
- Sales enablement materials, including product collateral and flyers

Creative and technical execution

- Improved website structure and usability to support conversions
- High-quality content across web, email, and social channels
- Campaign alignment with key product ranges and supplier partnerships
- Consistent messaging across all touch points

“Start 2 Finish have been a great asset, they have helped MWA revolutionise our marketing and have helped us grow year on year. I would recommend to anyone.”

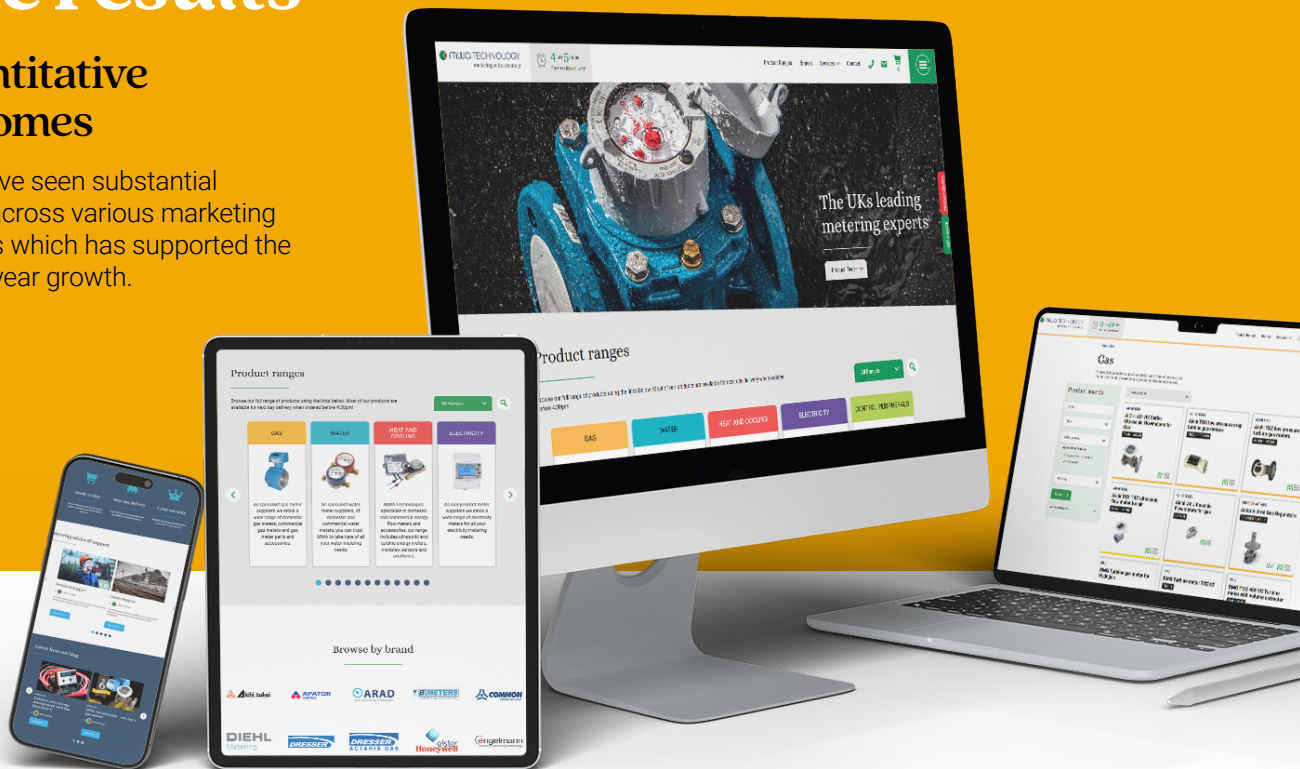
Matt Rose
Sales Director
MWA Technology



The results

Quantitative outcomes

MWA have seen substantial growth across various marketing channels which has supported the year on year growth.



60+

website enquiries
p/m

25%

CAGR

24K

PDF downloads
p/a

45K

website visitors

90K

page views

3 mins

average session
duration

Improved
keyword ranking

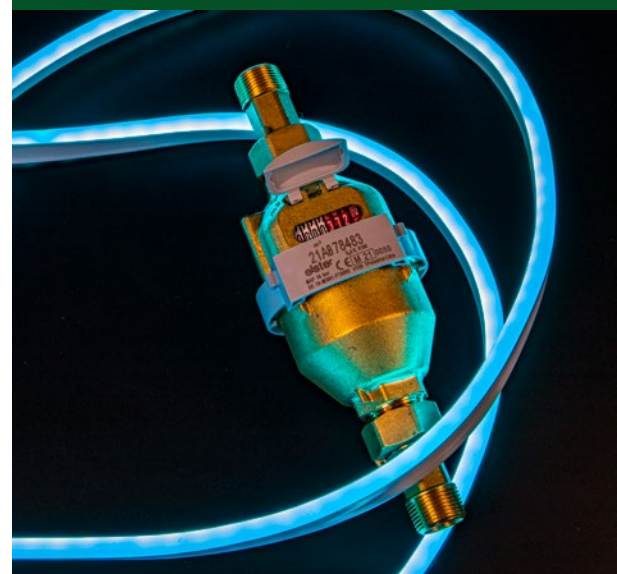
27%



Supporting channels such as email marketing has played an important role in amplifying campaign reach and lead generation for both product and services.

Our email campaigns consistently achieved strong open rates and click-through performance, contributing to ongoing traffic, lead nurturing and new product and brand awareness.

Email marketing



Marketing partnership

“S2F combine strategic thinking with practical execution. They understand our industry, communicate clearly, and deliver campaigns that drive real results. It’s a collaborative, results-driven partnership that adds genuine value to our business.”

Jake Murphy
Sales Manager, MWA Technology

MWA Technology's growth demonstrates what can be achieved when marketing becomes a strategic business function rather than a reactive activity. Through a collaborative partnership with S2F Marketing, the business has strengthened its market presence, improved brand credibility and created a consistent pipeline of opportunities that directly supports sales growth.

The impact extends beyond measurable increases in visibility and enquiries. Customers are now actively requesting products by name, supplier relationships have been strengthened through successful co-branded campaigns, and MWA Technology has established a clearer, more authoritative position within its sector.

Most importantly, marketing is a structured, measurable driver of business growth. By combining deep product knowledge with consistent execution and close alignment between sales and marketing, MWA Technology and S2F have built a marketing engine that continues to generate long-term commercial value and provides a strong platform for future growth.



The S2F logo is a white speech bubble with a tail pointing downwards and to the left, containing the letters 'S2F' in a bold, sans-serif font. It is centered at the top of the page, set against a background of concentric, curved bands in shades of purple and magenta.

S2F

Looking to increase visibility, generate demand, and support long-term growth?

S2F Marketing delivers structured, measurable marketing that drives visibility, demand, and growth for technical and manufacturing businesses.

The SS icon consists of two overlapping purple speech bubbles, one slightly offset to the right and upwards from the other, with the letters 'SS' in white.

SS

Sales & Marketing Strategy

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

The BD icon consists of two overlapping teal speech bubbles, one slightly offset to the right and upwards from the other, with the letters 'BD' in white.

BD

Brand Design & Development

Logo Design and Re-branding
Visual Identity Development
International Branding and IP Research

The WD icon consists of two overlapping blue speech bubbles, one slightly offset to the right and upwards from the other, with the letters 'WD' in white.

WD

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

The DM icon consists of two overlapping magenta speech bubbles, one slightly offset to the right and upwards from the other, with the letters 'DM' in white.

DM

Digital Marketing

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

The TM icon consists of two overlapping blue speech bubbles, one slightly offset to the right and upwards from the other, with the letters 'TM' in white.

TM

Traditional Marketing

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

The CM icon consists of two overlapping orange speech bubbles, one slightly offset to the right and upwards from the other, with the letters 'CM' in white.

CM

Content Creation & Multimedia Production

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

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