

Great British Marketing for Great British Manufacturers



Control & Automation
Complete manufacturing solutions

"We have found M4M to be a refreshing change from more traditional marketing companies, who understand design, but do not appreciate the overall strategy of marketing, and indeed selling. Eye catching design is not enough for OEMs such as ourselves; we need a return on our investment and we need to see how the marketing services provided are very much in line and reinforce the sales, marketing goals and deliverables."

Tony Hague
MANAGING DIRECTOR
PP CONTROL & AUTOMATION

We are a strategic and creative marketing agency with a reputation for delivering results.

At S2F Marketing, we've been crafting success stories in marketing since 2005. As your dedicated specialists in marketing for manufacturing, we don't just understand your business—we become an extension of it. Our Birmingham based agency specialises in transforming complex manufacturing and industrial sector challenges into compelling marketing strategies that drive tangible results.

From developing razor-sharp buyer personas to creating multi-channel content that resonates, we manage your entire marketing journey. Our ethos, "Look after the customer and success will look after itself," isn't just a saying, it's the foundation of our proven track record in delivering ROI.

Whether you need a striking website, an engaging social media presence, or a comprehensive marketing overhaul, S2F has the expertise to elevate your brand and offers a complete marketing solution, from strategic planning and branding to digital marketing and content creation. We handle every aspect of your marketing, empowering you to emerge as the driving force in your industry.

Specialised knowledge for targeted solutions

With nearly two decades of dedicated experience in the manufacturing and industrial sectors, our deep-rooted knowledge allows us to navigate your unique challenges and deliver tailored solutions that drive success.

Our expertise spans the intricate world of manufacturing processes and cutting-edge technologies, coupled with a thorough grasp of manufacturing principles and their real-world applications. We stay ahead of the curve, constantly monitoring industrial sector trends and anticipating challenges before they arise.

This comprehensive understanding enables us to craft marketing strategies specifically tailored to the nuances of the manufacturing industry. By leveraging our extensive experience and industry insights, we empower your business to not just compete, but thrive in an ever-evolving landscape.

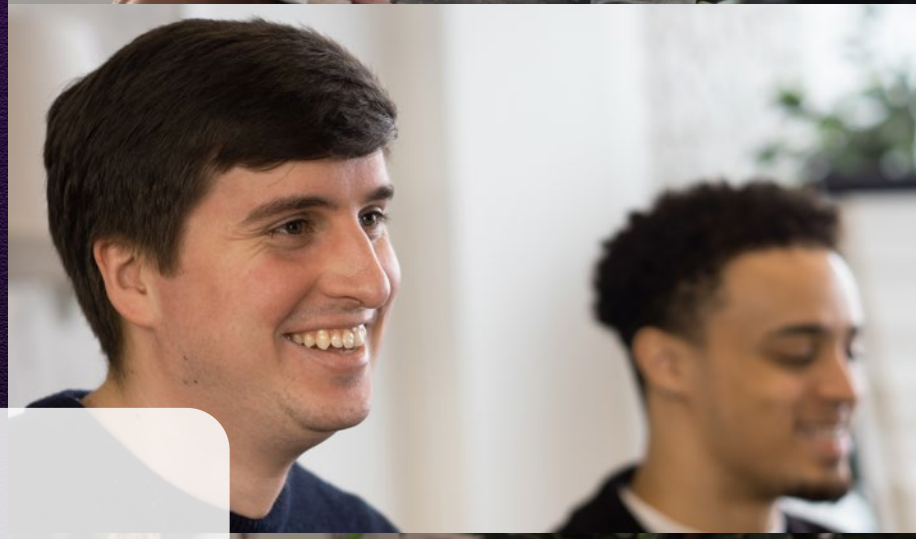
Lovato electric
CORBETTS The GALVANIZERS Established in 1860
Mazak Your Partner for Innovation
STORM
BRANDAUER
NEEDHAM TECH GROUP
PMP Precision Moulded Products
UNI-XU CONVEYOR UNITS QUALITY • PERFORMANCE • RELIABILITY
alloy wire international
man Manufacturing Excellence
SHARING IN GROWTH Results driven. Results proven.
GROVEDESIGN DESIGN | ENGINEERING | ANALYSIS
SPILLARD vehicle safety systems
PHOTOFAB
C-MAC Electronics Solutions
AluCast
UNIPART GROUP
MEC COM FABRICATIONS
Qi VAN SYSTEMS Insight | Engineering | Conversion
SHAFTEC
PE Pipeline Specialists Ltd complete pipeline supplies
CABLEGO
lister tube since 1874
Lodi Company
NXTLEVVEL
ISHIDA
LANDON KINGSWAY
INSTITUTE FOR ADVANCED MANUFACTURING AND ENGINEERING
ARROW SOLUTIONS
TECHNO GROUP
Leap.AI
Castle Precision Engineering
JOHN DEERE
POLYMER OPTICS LTD
KIMBERMILLS international
MULLER
Jemtech Complete Fluid Management
RUBBER & PLASTICS C.B.FROST
silmid a GracoRoberts company
Control & Automation Complete manufacturing solutions
mwa TECHNOLOGY
NEMCO Concept to Production Electronics
anopol
RiserTeQ FIRE TECHNOLOGIES
cpt

The creative minds fueling your business growth.

Our team is the heartbeat of our agency, a powerhouse of creative minds and marketing experts. Comprising passionate strategists, creative designers, skilled developers, and insightful writers, we bring a wealth of expertise and experience to the table.

Our diverse team members are not just experts in their fields; they are committed partners in your growth journey. We pride ourselves on our collaborative spirit, working closely with you to align strategies with your business objectives. Each team member plays a crucial role in ensuring that your marketing efforts are not only effective but also resonate with your target audience.





NIELSEN

"What we've achieved over the last two days has been nothing short of phenomenal. M4M has been a pleasure to work in partnership with! This has left us all thinking about what comes next in the Nielsen story. Thanks again for all of the hard work and support your giving us!"

Graham Robertson
HEAD OF SALES
NIELSEN




Calvin Klein





Transforming challenges into opportunities with our tailored approach to marketing

At Start 2 Finish Marketing, we believe in a journey of partnership with our clients. Our “4 D’s” process is designed to guide you through every step of your marketing transformation, ensuring a comprehensive and tailored approach to your unique needs in the manufacturing and industrial sectors.

1. Discover: Unveiling your potential

We begin by diving deep into your world. Together, we review your past successes and challenges, uncovering hidden opportunities. We set clear, ambitious goals that align with your vision for growth. We assess potential barriers to success, ensuring we’re prepared for any obstacles. This discovery phase lays the foundation for a strategy that’s uniquely yours.

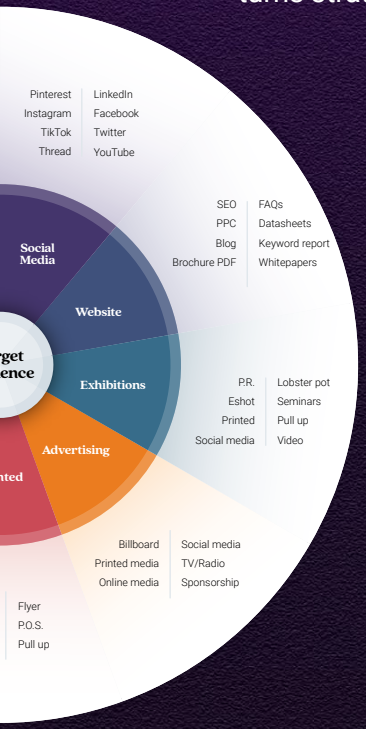
2. Develop: Crafting your success story

With insights in hand, we craft a tailored strategy. Our team conducts comprehensive market research, identifying your ideal audience and analysing competitor activities. We create a comprehensive marketing plan, detailing communication methods and frequency. We develop compelling messages that resonate with your target audience, telling your brand’s unique story. Our team designs impactful digital marketing initiatives that align with your goals Together, we allocate resources and budget to maximize impact. This development phase transforms insights into actionable strategies.



3. Deliver: Bringing your vision to life

Now, we put plans into action. We execute multi-channel marketing campaigns, from digital platforms to traditional media. Our team implements robust measurement tools to track progress in real-time. We manage all aspects of your marketing, from website optimization to social media engagement. Continuous monitoring allows us to make agile adjustments, ensuring optimal performance This delivery phase turns strategies into tangible results.



4. Drive: Accelerating your growth

Finally, we focus on sustained success and growth. We provide in-depth monthly reports, offering clear insights into campaign performance and ROI. Our team identifies new trends and business opportunities specific to your sector. We refine strategies based on data-driven insights, keeping you ahead of the competition. Together, we explore innovative technologies and methodologies to drive your business forward. This drive phase ensures your marketing efforts continually evolve and improve.



Our 4 D's process creates a seamless experience, ensuring clarity and alignment at every step. This structured approach allows us to effectively manage expectations, deliver high-quality results, and foster long-term partnerships that drive growth. Throughout this journey, our commitment to your success remains unwavering. We're not just your marketing agency providing a service; we're your partners in growth, a team of specialists with deep expertise in manufacturing marketing dedicated to simplifying marketing complexity and delivering measurable results.

A suite of services designed to elevate your brand and drive results



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 Optimization (SEO)
Pay-Per-Click (PPC) advertising
E-commerce & 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 & corporate collateral
Exhibition & Event marketing
Promotional products
Structural and Outdoor advertising



Content Creation & Multimedia Production

Print collateral
Exhibition & Event marketing
Promotional products
Structural and Outdoor advertising

Sales & Marketing Strategy

Our Strategic Marketing service focuses on developing comprehensive marketing strategies that align with your business goals. We conduct in-depth market research and competitive analysis to create effective brand positioning and messaging. This ensures that your marketing efforts are data-driven and targeted, setting the foundation for long-term success.



Brand Design & Development

We help businesses establish a strong visual identity. This includes logo design, rebranding, and the development of visual assets that resonate with your target audience. We also provide guidance on international branding and intellectual property, ensuring your brand is well-positioned in the market.

Logo design and rebranding

Jemtech
Complete Fluid Management

TECHNO GROUP
Precision Engineered Solutions since 1978

Leap.AI

PHOTOFAB

BMG

SAMUEL LLOYD

Before

BRANDAUER

After

BRANDAUER

Before

Mec Com Limited

After

MEC COM FABRICATIONS

Before

ARROW SOLUTIONS

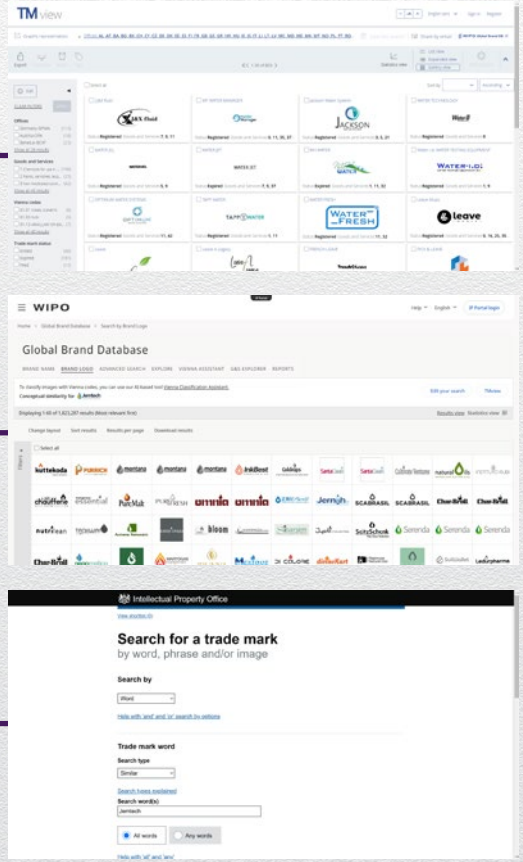
After

ARROW
PIONEERING CHEMISTRY

Visual identity development



International branding and IP research



Stannard & Stannard

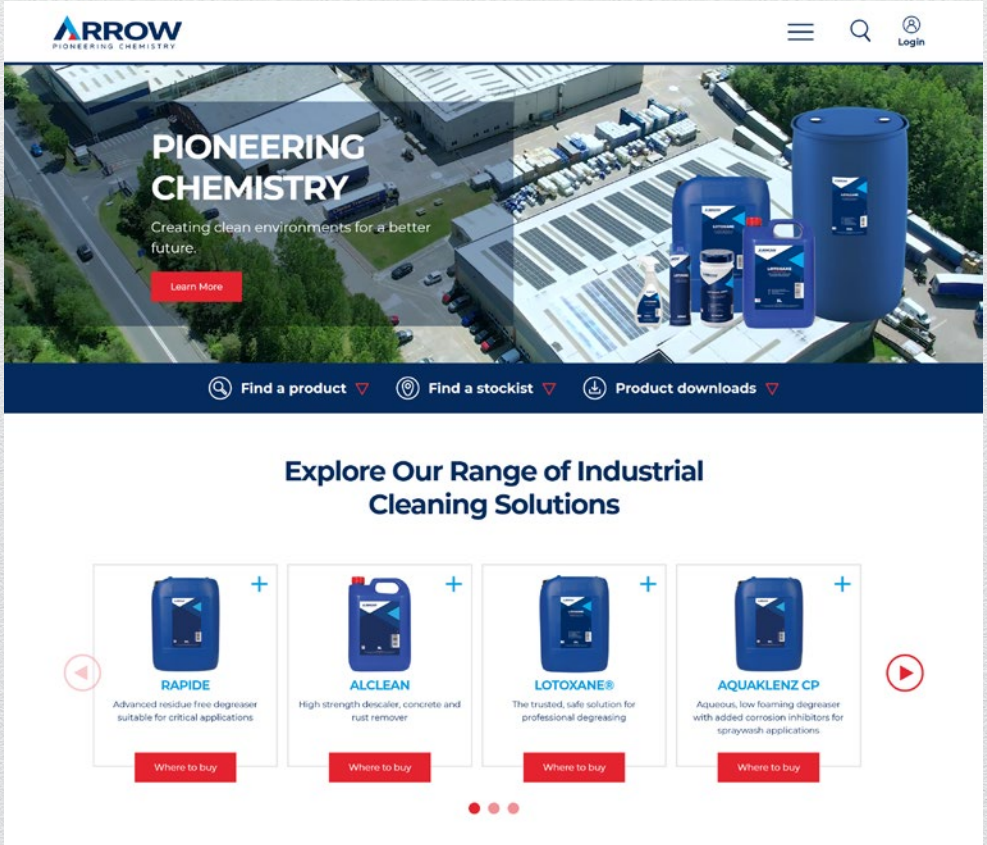
European Trade Mark and Design Attorney

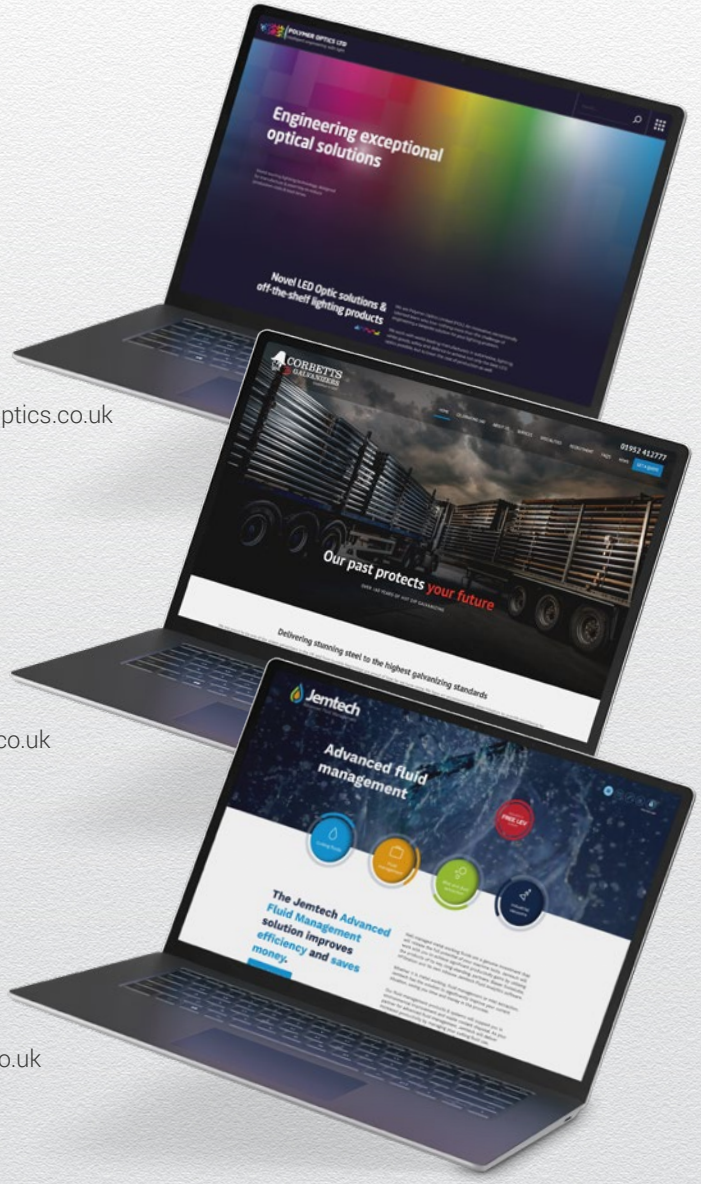
Website Design & Development

Our Digital Marketing services encompass website design and development, SEO and PPC advertising. We focus on enhancing your online presence and driving organic traffic to your site. Our team has a proven track record of improving conversion rates and reducing costs per lead through targeted digital strategies.

Website design and development

arrowchem.com





polymer-optics.co.uk

wcorbett.co.uk

jemtech.co.uk

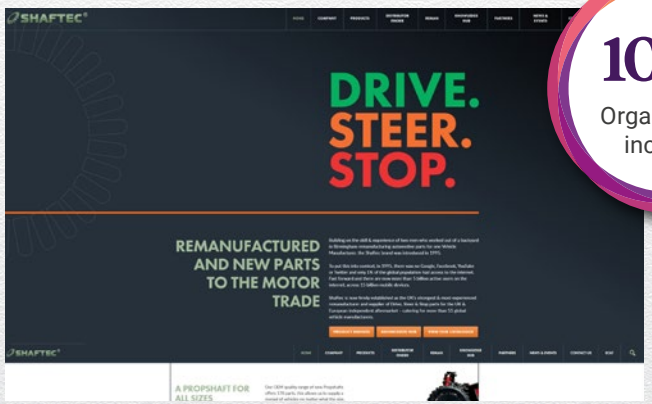
Search Engine Optimization (SEO)



93%
Organic traffic increased

muller-england.co.uk

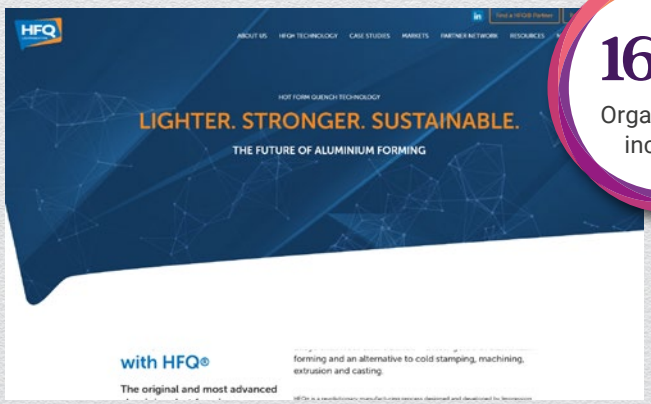
Redesign, development and copywriting.



108%
Organic traffic increased

shaftec.com

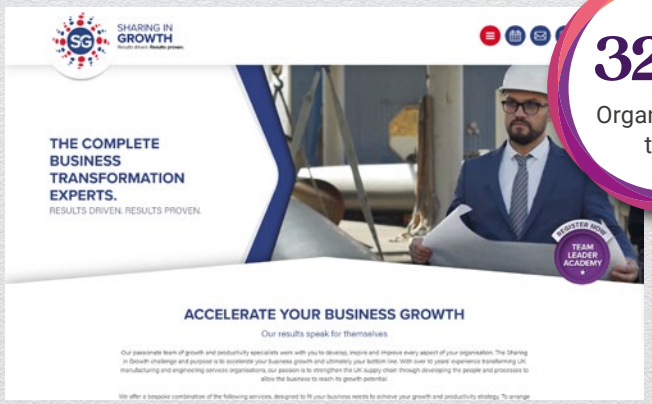
Redesign, development, copywriting and ongoing marketing .



160%
Organic traffic increased

hfqtechnology.com

Redesign, development and copywriting

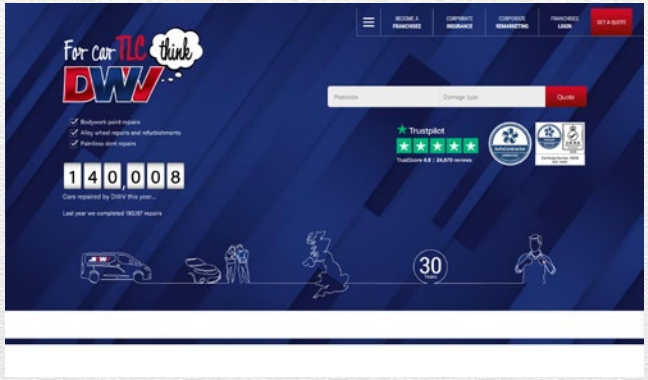


323%
Organic search traffic

sig-uk.org

Redesign, development and copywriting

Pay-Per-Click (PPC) advertising



dwv.co.uk

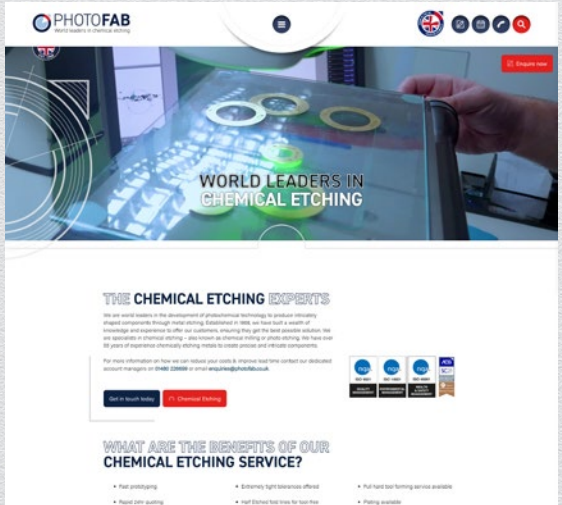
After taking over the customer's Google Ads account, we transformed its performance significantly over the course of a year. Initially, the account was operating with a meagre 3% click-through rate (CTR) and lacked any conversion tracking. Our strategic optimisation efforts yielded impressive results:

The average CTR quadrupled to 12%, whilst we implemented robust conversion monitoring. This revealed a remarkable conversion rate of nearly 16%. During peak periods, the account generated over 1,000 conversions per month.

Perhaps most notably, we achieved these improvements whilst simultaneously reducing the cost per lead. The original £6 per lead was slashed to less than £4, representing a substantial efficiency gain in the advertising spend.

We inherited a PPC account that was being managed internally. We setup conversion tracking and re-aligned the account to focus on conversions. We have doubled traffic to the website from PPC and increased conversions by 71%.

photofab.co.uk



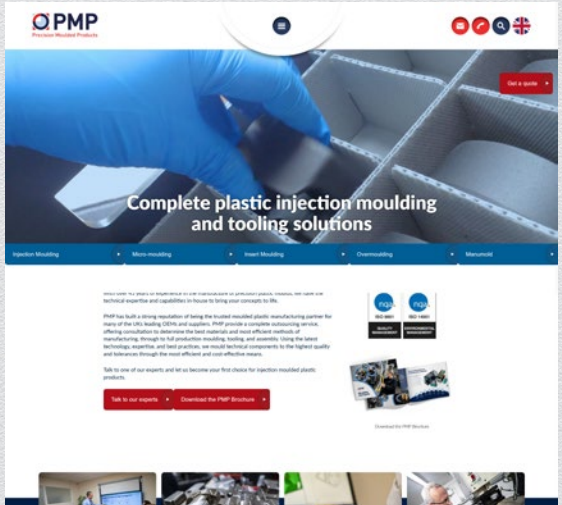
We set up a PPC campaign and have been managing it for 5 months. We are currently recording a CTR of 5.2%, conversion rate of 4.14% with 15 conversions per month.

sig-uk.org



We inherited a PPC account that was being managed by another marketing agency. We have streamlined and focussed the account, reducing the cost per conversion by 33% while increasing the conversion rate.

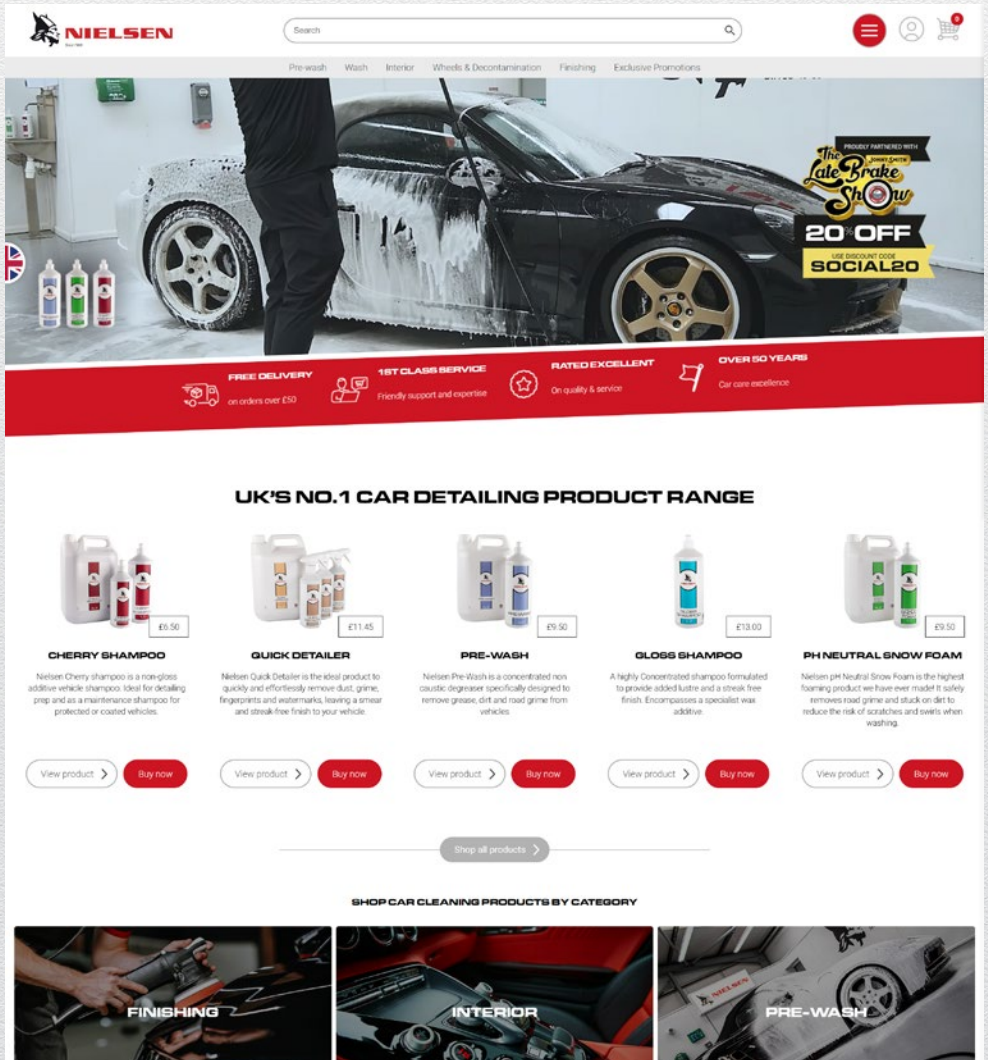
pmpessex.co.uk



E-commerce & catalogue platform development

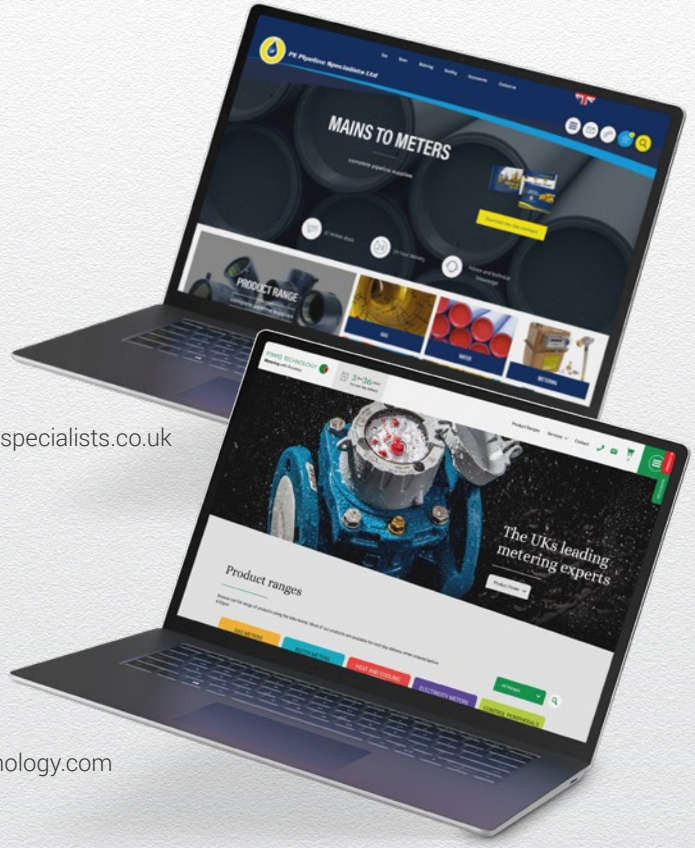
With our E-commerce Solutions, we assist businesses in developing robust e-commerce platforms. This includes payment gateway integration and support for international platforms, enabling you to reach a broader audience and streamline online sales.

nielsenretail.co.uk



pepipelinespecialists.co.uk

mwatechnology.com

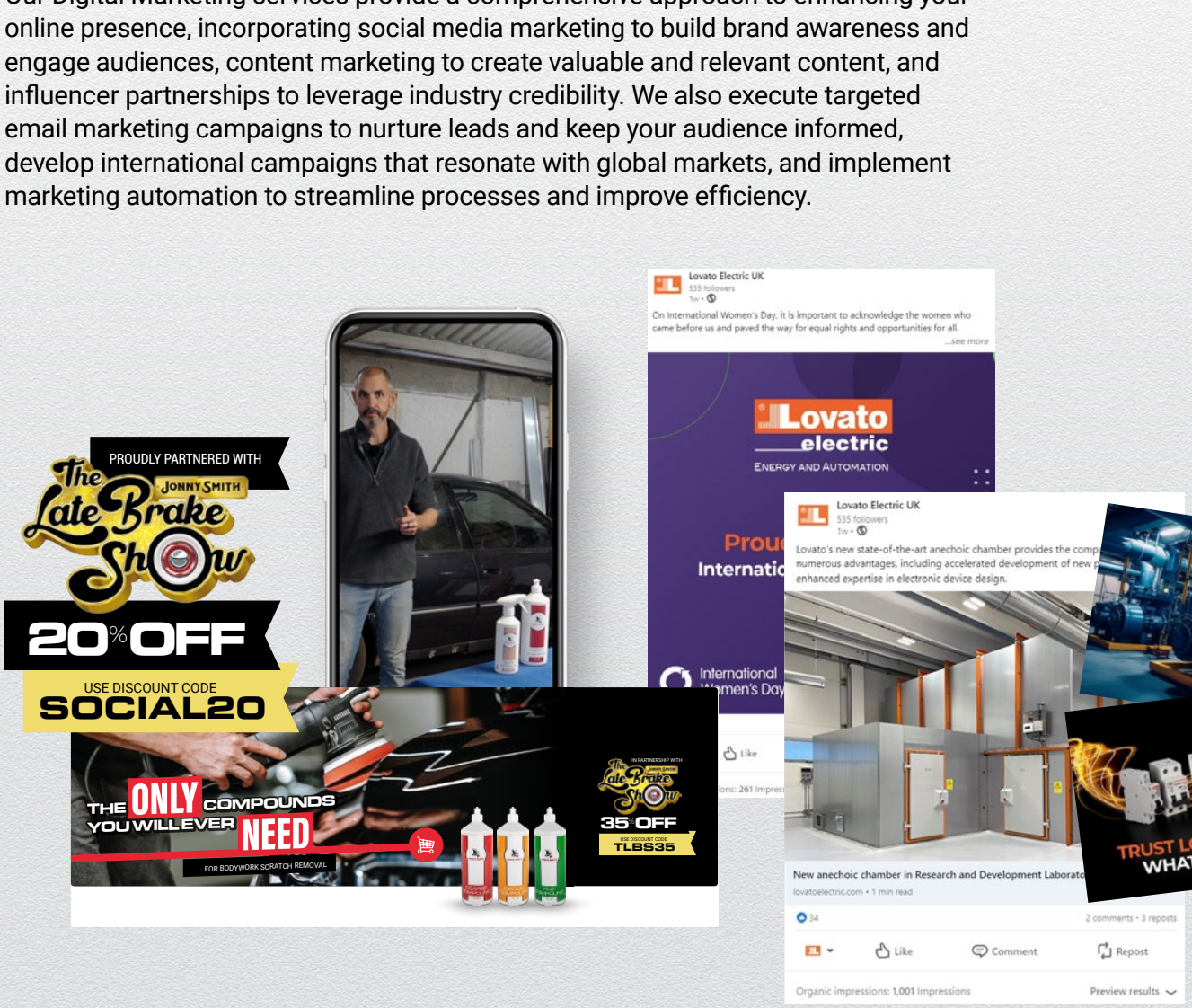


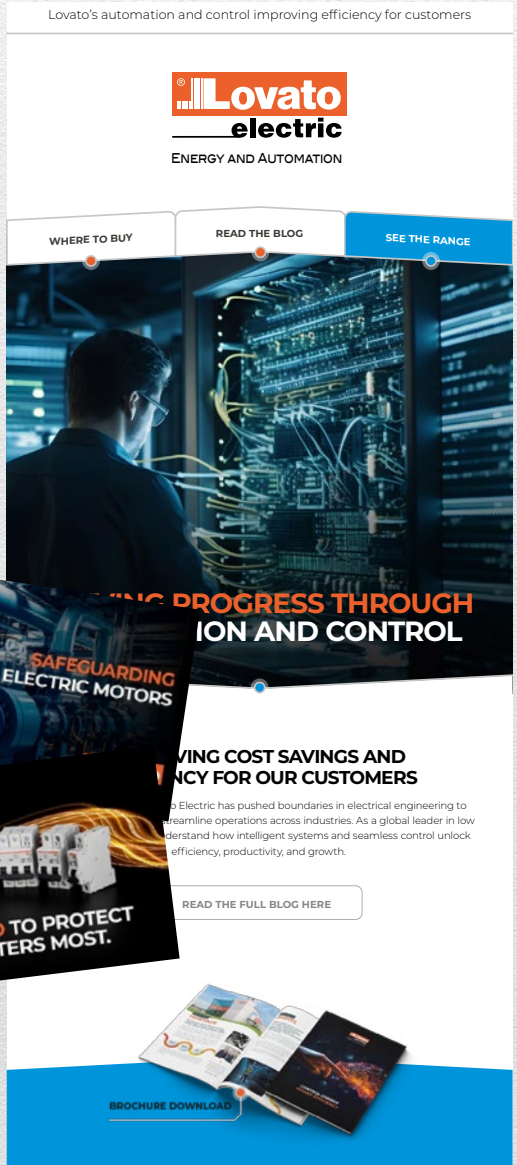
We inherited a WooCommerce website that was underperforming, not generating sales and had technical problems with the Stripe payment gateway.

In one month, S2F fixed the payment gateway issues, setup ecommerce tracking through Google Analytics, implemented a GDPR compliant cookie system, adapted the website design and structure and instantly saw an uplift in net sales of **367%** on the month prior to our changes.

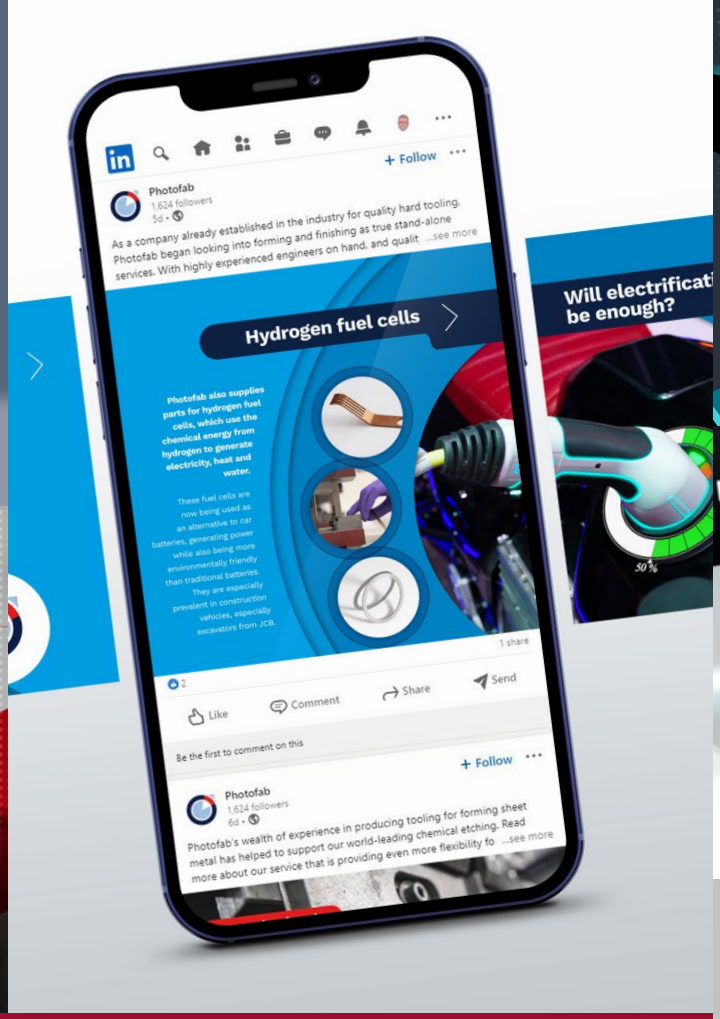
Digital Marketing

Our Digital Marketing services provide a comprehensive approach to enhancing your online presence, incorporating social media marketing to build brand awareness and engage audiences, content marketing to create valuable and relevant content, and influencer partnerships to leverage industry credibility. We also execute targeted email marketing campaigns to nurture leads and keep your audience informed, develop international campaigns that resonate with global markets, and implement marketing automation to streamline processes and improve efficiency.






Jemtech
Grinding oil range
Creating a safer environment for your workforce
World-leading oil mist filtration systems


Photofab
1,624 followers
Hydrogen fuel cells
Photofab also supplies parts for hydrogen fuel cells, which use the chemical energy from hydrogen to generate electricity, heat and water.
Like
Comment
Share
Send
Be the first to comment on this
Will electrificati be enough?

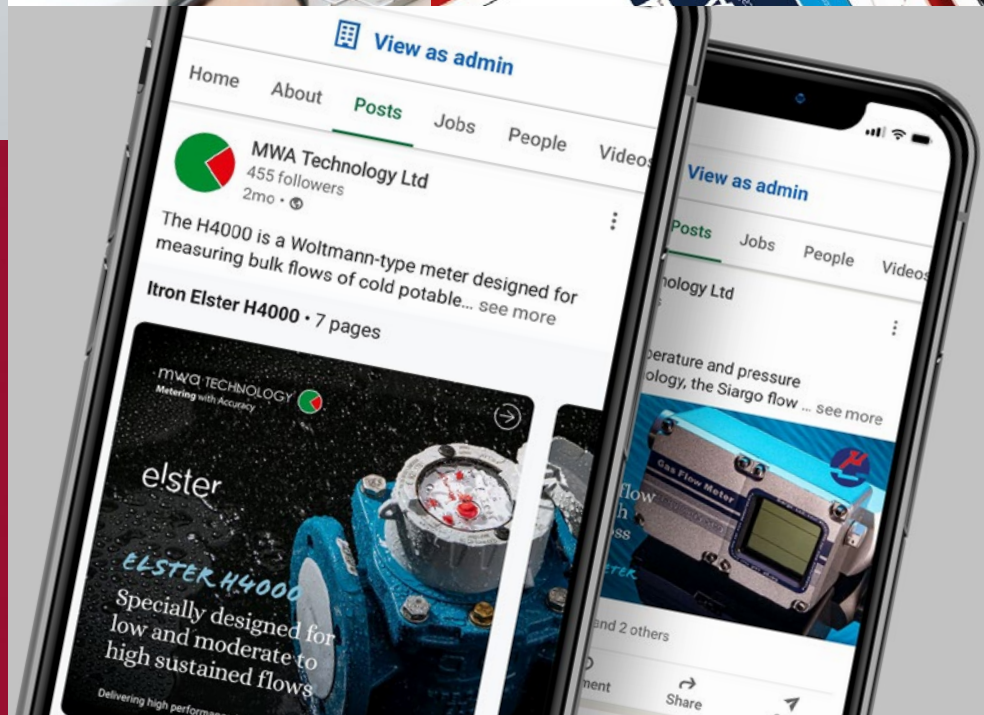



past protects your future


READ THE BLOG
outsource to us?


MICRON PRECISION STAINLESS STEEL STAMPING.
RAZOR BLADES & SUPPORT
Exporting


An introduction to why PP+ exists and who it is designed to help
PP+ Growth Modules


View as admin
Home
About
Posts
Jobs
People
Videos
MWA Technology Ltd
455 followers
2mo
The H4000 is a Woltmann-type meter designed for measuring bulk flows of cold potable... see more
Itron Elster H4000 • 7 pages
elster
ELSTER H4000
Specially designed for low and moderate to high sustained flows

Traditional Marketing

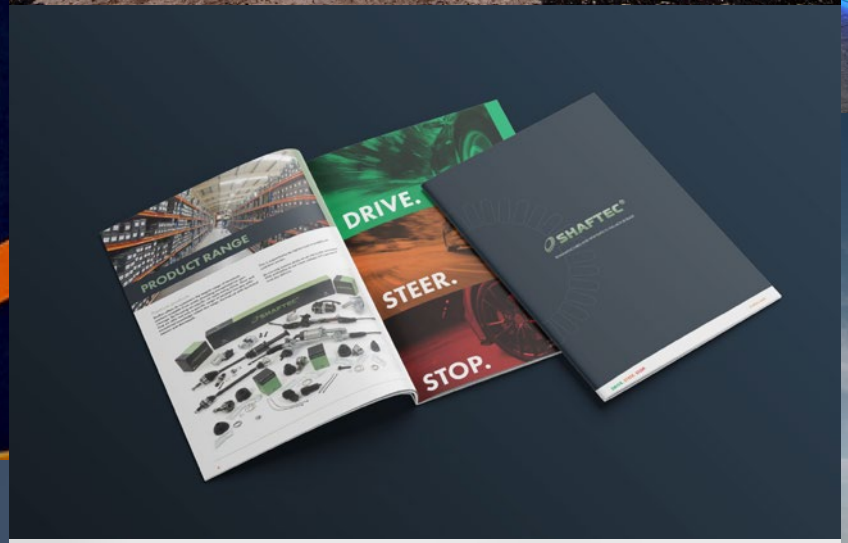
Our Traditional Marketing services cover print collateral design, exhibition and event marketing, and promotional products. We help you create a strong offline presence that complements your digital efforts, ensuring a cohesive marketing strategy.




PUTTING
PEOPLE IN
MOTION
Connecting lives
and destinations


SPILLARD
vehicle safety systems
SPILLARD LIVE
Video Telematics


Wire & Bar
in Nickel Alloys
alloy wire
international
Manufacturing quality,
delivering reliability
alloywire.com


PRODUCT RANGE
DRIVE.
STEER.
STOP.
SHAFTEC

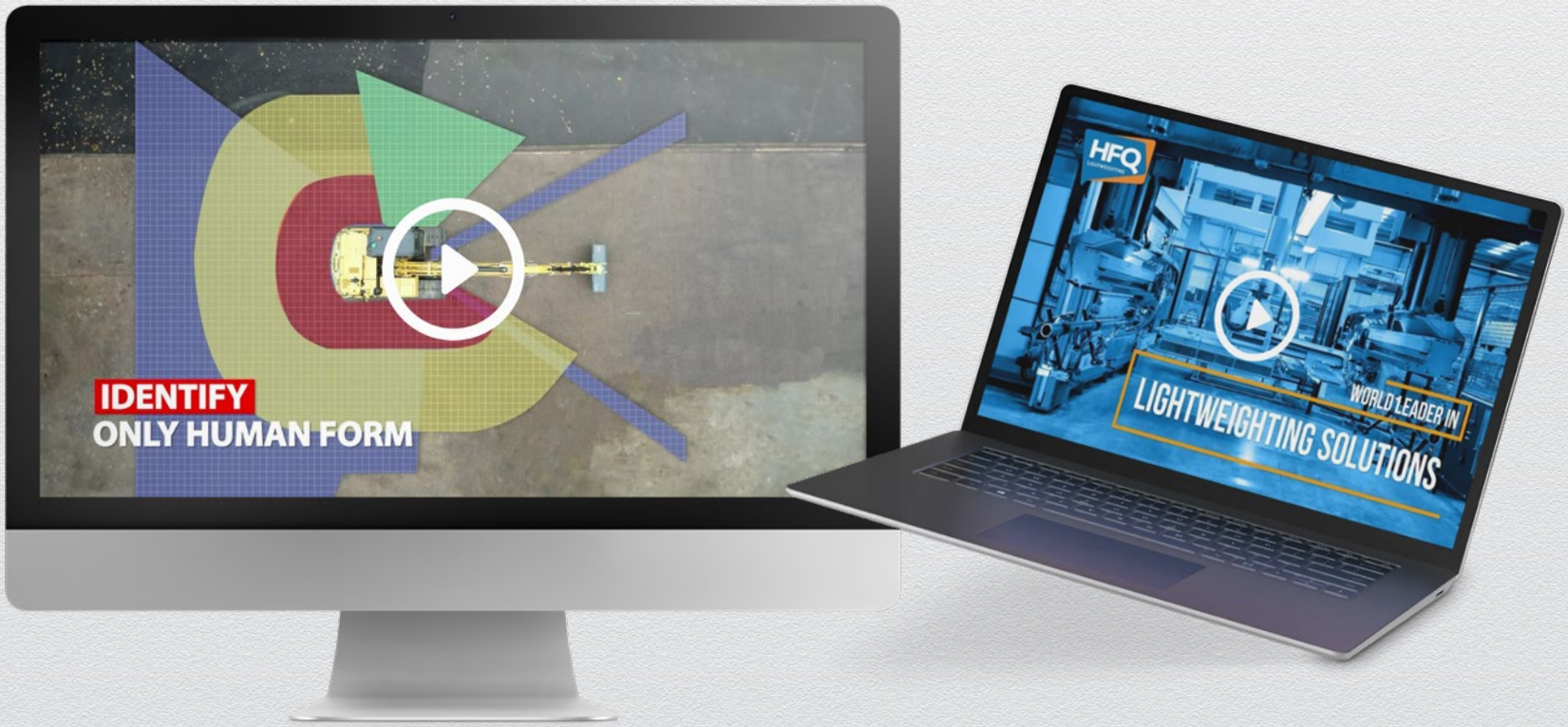

Jemtech
Complete Fluid Management
Stewart Coull
Managing Director
jemtech.co.uk


BRANDAUER
BRANDAUER.CO.UK

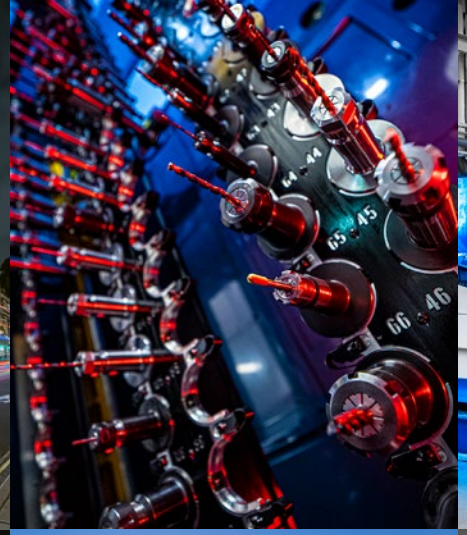

150
YEARS
1870
2020
wcorbett.co.uk

Content Creation & Multimedia Production

We offer video production, professional photography, copywriting, and public relations services. Our team creates engaging content that tells your brand's story and connects with your audience, enhancing your overall marketing strategy.



















When the S2F story began in 2005, our initial business goal was to provide industrial based businesses with a single point of contact for all their marketing. This is still at the heart of what we do today.

We believe in a 'hands on' marketing management service, think more of a Virtual Marketing Department working alongside you, combining client experience and agency ideals. We have a full understanding how business strategy and marketing processes work alongside your sales objectives to provide the best ROI.

s2fmarketing.co.uk | **0121 607 1908**

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