

From founder-led growth to a marketing engine that produced over **£850k** of sales in two years

PKB's two founders were stuck. Every new job relied on them and their black book of contacts. Here's how marketing became a second source of work alongside them.



£850k+

Sales from marketing
First two years



£250k+

Sales from marketing
First year



+32%

Organic traffic
First 12 months



600

Newsletter
subscribers
LinkedIn, year one

THE PROBLEM

New business lived in two founders' black book



Reliant on the founders

Every job came through the directors' black book.



No marketing engine

No plan, no system, and a graduate working alone.



Low online visibility

Prospects searching for yards couldn't find PKB.

PKB Civils builds heavy-duty concrete yards for depot operators and facilities managers across the UK. Its work came from the founders' relationships, referrals and reputation.

That doesn't scale. The people who should have been leading delivery were also chasing the next job, and Lauren, their only marketer, needed help getting her plans moving.



I've definitely become more confident in my role since working with Steve.

"Having that kind of mentorship and guidance... I always know that I might learn something new."

Lauren Hammond Marketing Manager, PKB Civils

WHAT WE DID

A marketing engine that works alongside the directors

Referrals and word of mouth still win PKB plenty of work, so we left them alone. We built a second stream of opportunities next to them: a clear strategy and plan, a new website, paid search, LinkedIn thought leadership for director Ben Duffy, and brand-building assets such as video.



Before

New business relied on the two founders and their black book of contacts. Growth was capped by the hours they had to chase it.



Now

The directors still win work through referrals and word of mouth. Marketing adds a steady extra stream of opportunities on top.

THE TIMELINE

Two years, step by step

2024

October
2024



Strategy session

A workshop with the directors to agree positioning, ideal clients and messaging.

November
2024

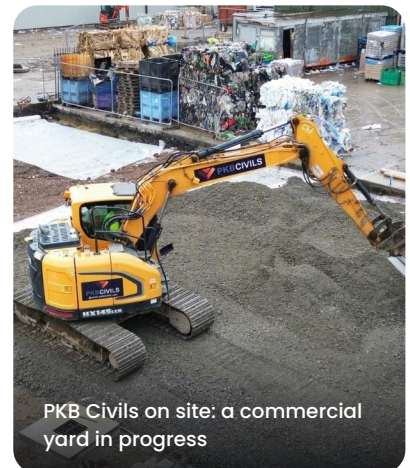


Marketing strategy and 90-day plan

A strategy deck of opportunities, turned into a 90-day plan Lauren could act on.

“It just became a lot clearer and simpler for me to understand.”

Lauren, on the plan



PKB Civils on site: a commercial yard in progress

2025

January
2025



New website goes live

A rebuilt site, with SEO behind it.

February
2025



Paid Google Ads start

Paid search alongside the organic work.

October
2025



MILESTONE: YEAR ONE

£250k+

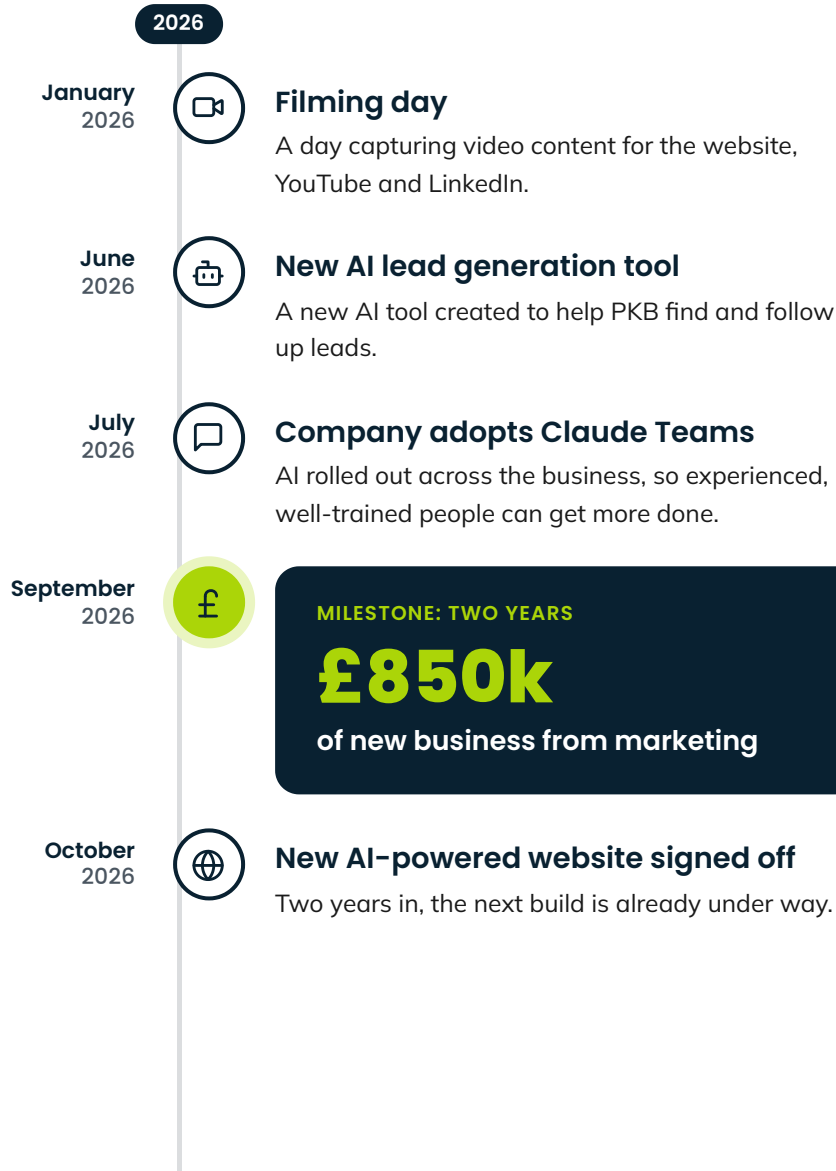
of sales from marketing leads



He thinks about what we could be doing next. That, I would say, is definitely a very strategic way of thinking.

Lauren Hammond PKB Civils

Video, AI and £850k



I've worked with him for over a year now, so it's like a normal conversation. We know what we're going to talk about.

Lauren Hammond PKB Civils

2 years

Ongoing partnership, and counting

Working together since October 2024. Lauren runs marketing in-house, with us alongside her.

- ✓ **Weekly calls** with Lauren
- ✓ **Monthly reviews** with director Ben Duffy
- ✓ **Mentoring** to build skills in-house



People are seeing us, and now it's turning into people reaching out to us. Now people want to work with us. The marketing-led growth is working and it's becoming a success.

Lauren Hammond Marketing Manager, PKB Civils

Want marketing that brings the work in?

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Lauren's
video**

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to hear it from
PKB