

VES

CASE STUDY

rocktime



VES is a ventilation equipment manufacturer operating from 5 sites around the UK. Employing some 200 members of staff it has the ability to service and refurbish any make or model of air handling equipment as well as those of VES itself.

The Challenge

In a competitive marketplace VES identified the necessity for digital change both in the manner in which it markets its services and products but also with regards to how it communicates its value proposition internally and externally.



The Solution

Rocktime has supported VES since 2008 providing advice and support at board and stakeholder level. Assisting in the formation of considered digital strategy has enabled the business to position itself online driven by their growing confidence in being able to make real differences for their consultant, design & build and contractor clients that are looking to save money and carbon, and to deliver more sustainable buildings.

Assisting in the formation of digital strategy and interpreting analytical data has enabled the business to position itself online in a growing global energy efficient ventilation market.

With a trusted position Rocktime has successfully carried out the following activity with VES

- Brand Positioning
- Strategic Digital Consultancy
- Integrated Marketing Strategy
- Marketing Website design and development
- B2B E-commerce design and development
- Digital Workshops – Persona Creation
- Organic and Paid Search Marketing
- Technical SEO
- Staff Training
- Complex specifier quoting tool system development
- Rocktime Web Hosting
- Ongoing Support and Maintenance



Bespoke Web Application
& Software



Support & Maintenance



Digital Consultancy



Tailored Hosting



Success

Rocktime has become an integral, collaborative part of the VES business, which has seen success reflected not only in the increased yearly turnover of the company but also in the adoption of an employee advocacy program and a companywide approach to customer services and marketing.

Get in touch

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