

## Case study: Security

# Full-service delivery – Clearway

## Background

In 2020 Helen was approached by the Commercial Director following a recommendation from a mutual contract. The Clearway Group (Clearway) wanted to step up their marketing and recognised they needed more support. After several meetings and proposal iterations, Clearway engaged Helen and the team to provide a full marketing and PR service.

The key goals were to raise the company profile, increase leads through the website and other channels, and integrate existing acquisitions and new ones. The existing SEO and PPC providers would ideally remain in place and work with the new team.

The Group consisted of 3 core businesses, a group company and further acquisitions were in the pipeline. Multiple websites, brands and activities were running at the same time inconsistently and there were no group-wide internal comms activities.



## Key outcomes

- 102.67% growth in website traffic (Jan–June 2023 v 2021)
- 222.74% growth in website conversions (Jan–June 2023 v 2021)
- One cohesive brand
- The business has achieved significant growth year on year



## Solution

Initially the focus was on reviewing what was there from brand identity to the website, social media to collateral and also look at how to successfully integrate one of the acquisitions into the Clearway brand. A brand refresh was then proposed including the integration of the acquisition company and for more in the future.

## Case study: Clearway

Early 2022, phase one of the brand evolution consisted of moving three websites into one, without losing the extensive SEO already in place, and all of the collateral was updated and rebranded with new material also added. Social media channels were also updated, and content built on a 3-month rolling cycle for the various business areas and social channels.

Boundary then continued to deliver marketing and PR services across the business including supporting entry into a new market - Highways.

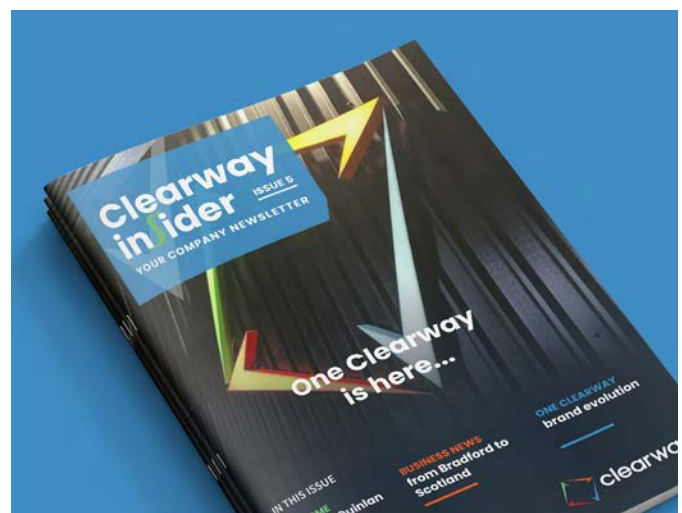
Phase 2 of the brand evolution was planned for early 2023 and in April 'One Clearway' was launched. This included a redesign and restructure of the website to include two other areas of the business. It also moved all companies within the UK group to a single brand with a single logo, strapline and identity.

### Illustration created for website



## Case study: Clearway

- Marketing strategy
- Lead generation
- Acquisition integration
- Website design, build and management, SEO and PPC
- PR, editorial, insights/thought leadership, case studies
- Brochures, datasheets, PowerPoint presentations – content and graphic design
- Infographics
- Video and animation
- Event management including stand design, pre and post marketing
- Email marketing
- Telemarketing
- Business development
- Social Media Management (multiple platforms and accounts)
- LinkedIn advertising
- Industry press engagement (security, insolvency and highways)
- Company newsletter – inSider



## Case study: Clearway

### Outcomes

The brand is more professional, cohesive and representative of the business and where it wants to go. There were compromises along the way due to the company structure, integration of other businesses and the fact this is a brand evolution not revolution.

We began working with Clearway mid-2021, since then we have seen a strong increase in website traffic and conversions, in fact January – June 2023 v the same period 2021 has seen an increase of 102.67% and 222.74% respectively. They are getting regular direct enquiries for their monitoring as a standalone service (not just as an add on to CCTV provision) which had not happened previously.

This is an ongoing contract and the activity never stops as we continue to build their presence in their existing markets (security based) and help them gain traction in new areas such as highways and insurance. Further acquisitions have taken place and more will come as the business continues its growth. Boundary will support the integration of these into the Clearway brand whilst continuing to build on it and increase enquiries from both a quantity and quality perspective.



Helen was recommended to us by a mutual contact who suggested she could help us expand our marketing activity effectively, they were right. The Boundary Marketing & PR team are diligent and a true extension of the Clearway team. Working through the challenges of a fast moving, growing business, Helen and the team have helped us increase our inbound enquiries and our revenues. They continue to deliver and come up with new ideas, working closely with the UK sales team and wider business. We're looking forward to what the future brings."

**Anthony Owen,**

Commercial Director, The Clearway Group

**Talk to us if you would like to discuss pushing your boundaries, contact Helen or Adrian today.**

**E: [helen@boundarymarketing.co.uk](mailto:helen@boundarymarketing.co.uk)**

**E: [adrian@boundarymarketing.co.uk](mailto:adrian@boundarymarketing.co.uk)**

**T: 01384 929 072**

**[www.boundarymarketing.co.uk](http://www.boundarymarketing.co.uk)**



**boundary**  
MARKETING & PR