

CASE STUDY TOPIC:

WEBSITE & LINKEDIN UPDATES

DEVELOP, COMPETE, CREATE, INSPIRE.

CLIENT:

RESTEK LTD.

DATE:

DECEMBER 2024 - PRESENT

THE BRIEF

In 2024, following recommendation from a client in the football industry, former Managing Director of Restek Ltd., Alan Perry, reached out to the Strive Group to form a relationship to attempt to bolster their Social Media, Presentation and Website Update and Design.

Tied into a long-term contract with a local website provider in their Head Office in Ripley, Derby, Restek Ltd. felt the website company was not providing a personalised feel to the Restek site, which was not being updated enough.

THE SOLUTION

An initial consultation was set up in December 2024 between Strive Group's Media Lead and Alan Perry to discuss the requirements of Restek. Restek were completing multi-million pound jobs across the country within the remediation and building sector, but were not publicising these deals enough to grow to their potential expansion.

An agreement was set up for a member of Strive staff to work with Restek Ltd. for two days per week, in their office in Ripley, to get a feel for the company, write and design case studies, update and reply to the LinkedIn, and to update accordingly the website with certifications, events, case studies, job opportunities and more.

THE RESULTS

A long-term relationship was then formed with Restek Ltd and Strive Group, to increase their publicity throughout LinkedIn with regular Case Studies, posted once per day, and also to update these on the website with the appropriate thumbnail to match the brand guidelines which were compiled on day one by Strive Group to ensure consistency. The final results which are still ongoing are:

- Case Study Enquiry Forms to be sent to Project Managers and then compiled into Case Study designs for website
- Case Studies to be posted regularly onto the LinkedIn Page of Restek Ltd and to interact with potential clients
- Update the Restek Website with any certifications, upcoming events, job opportunities and more
- Compile presentations in collaboration with the Sales Team for CPD Events, Sales Events and more, with the use of Artificial Intelligence for voiceovers for people to complete CPD in their own time

EXAMPLE WORK

A long standing partnership which is still ongoing between the Strive Group and Restek Ltd. means that all example work can be found on the Restek Ltd. website and LinkedIn Page.

However, you can also find on the Strive Media website examples of the Case Study designs for Restek Ltd. and how this can be viewed by potential clients in an attempt to drive sales.

INTERESTED IN OUR WORK?

If you are interested in our work, and want a free consultation with our Sales Team, contact us now on sales@strivegroup.uk, or on +44 (0)7436 360470.

