



This is

What we do.

# Transforming the global engineering & manufacturing sector with award-winning b2b marketing

Finally Agency is a growing team of 30+ digital marketers who are leading professionals in their field. We work exclusively in the engineering and manufacturing industry, delivering award-winning B2B marketing campaigns since 2013.



# I want them all for myself.



Jennifer Gauffin  
Senior Content Manager  
at Seco Tools

Read more on page 28



## Engineering and manufacturing specialists

We specialise in delivering complex global marketing campaigns for businesses in the engineering and manufacturing sector. Our clients manufacture and/or sell to businesses in the following markets:

Aerospace  
& Defense  
Automotive  
Energy

Industrial  
Marine  
Medical





# Our Services

At Finally, we transform global engineering and manufacturing businesses by implementing strategies that attract, engage and delight their audience at every stage of the journey - generating better-qualified leads into the pipeline.

**Strategy & Consultancy**

**Integrated Campaigns**

**Development & Migration**

**Branding & Design**

**Content & SEO**

**Video, Animation & Photography**



# Our approach and values



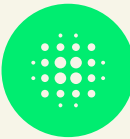
## Logical

We make marketing make sense. We don't talk in code, and we'll never make you feel silly.



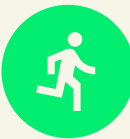
## Ambitious

World domination? Never say never. The sky's the limit for ourselves and our clients.



## Informed

We're on top of all the algorithms, updates and best practices. The learning never stops.



## Agile

We embrace new challenges, and approach obstacles with excitement, not resistance.



This approach and belief system throughout the whole team is what allows us to consistently achieve outstanding results and drive revenue for our clients. The mutual respect and relationship we foster with our clients means they trust us to carry out their marketing campaigns, year after year.

40%	2m
Kingsbury - Increased turnover by 40% across the last 5 five years	Seco Tools - Over 2 million ad impressions
4.5K	70%
LG - Generating over 4.5k leads across a 4 month Campaign	Additure - Increased social impressions by 70%

**Rob Dando**  
Managing Director





# Kingsbury

Finally has been working with machine tool supplier Kingsbury since 2018, helping the business grow from £25m to £35m turnover across the last five years.



**“The key for us was to find a company with a well-rounded team, that possessed a collective skill set across the various marketing disciplines, and yet retained a laser-like focus on our needs as a business”**

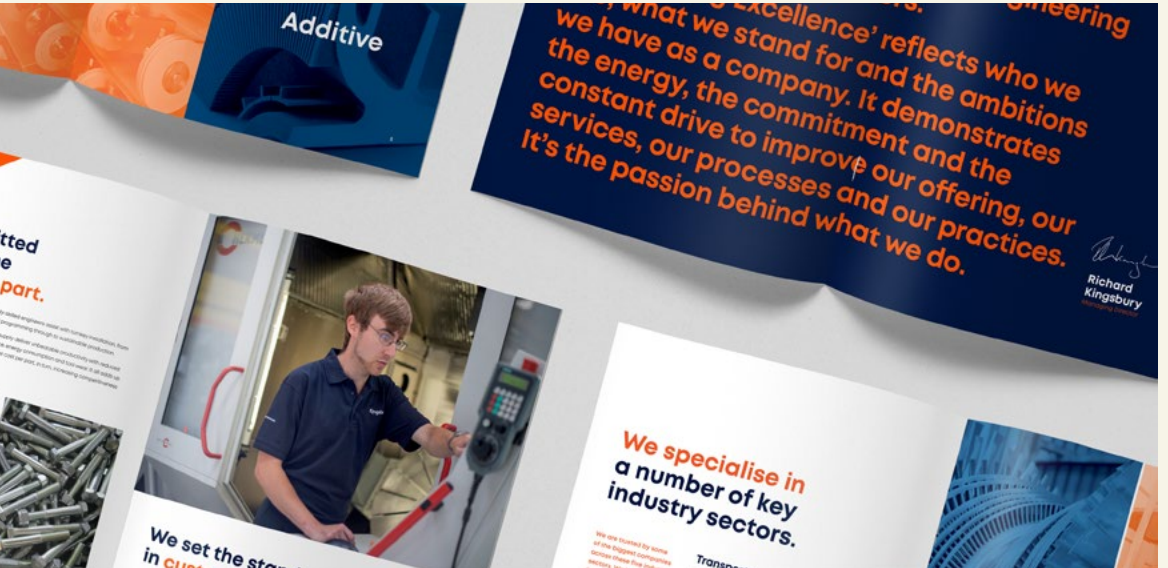
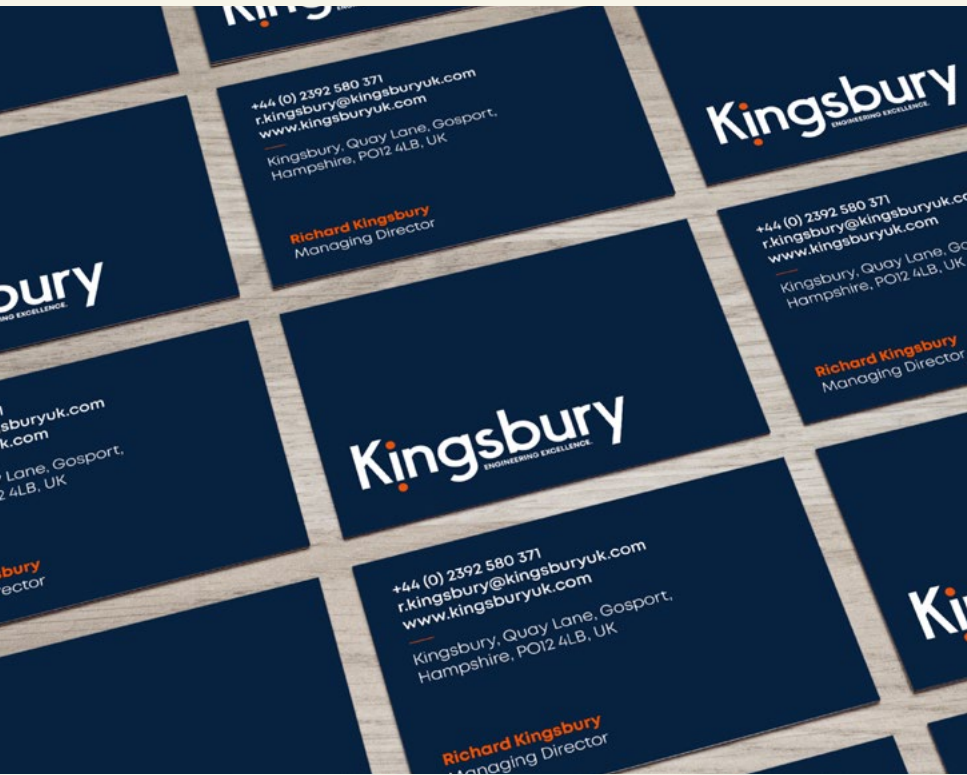
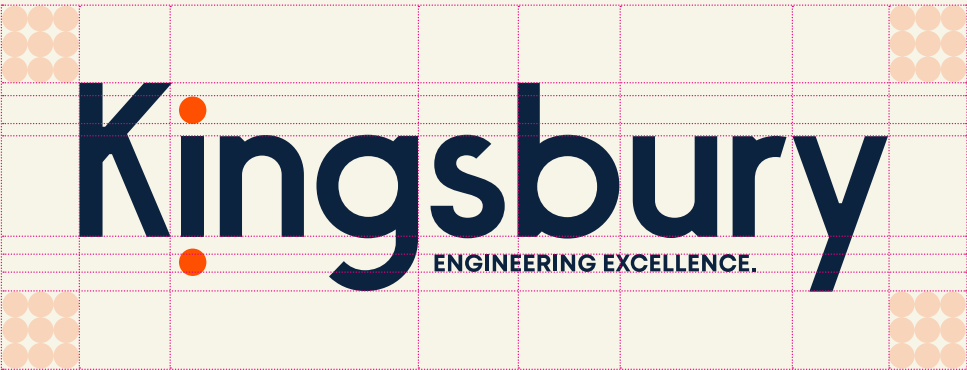
Richard Kingsbury, Managing Director.





# Branding

The quality of the company was in no way matched by the impact of the previous brand look; therefore we gave Kingsbury a complete brand overhaul. If the company wanted serious growth, it needed its brand to be taken seriously.



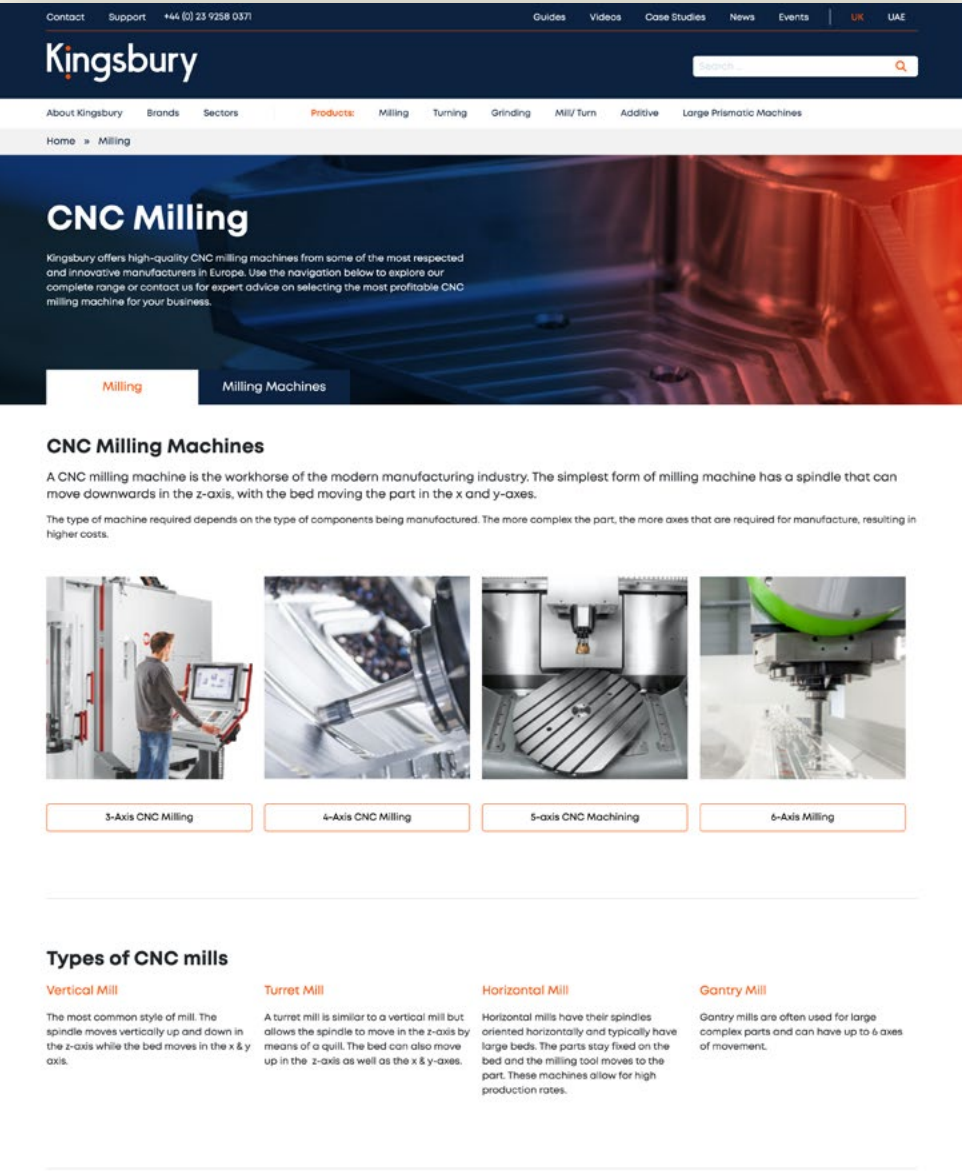
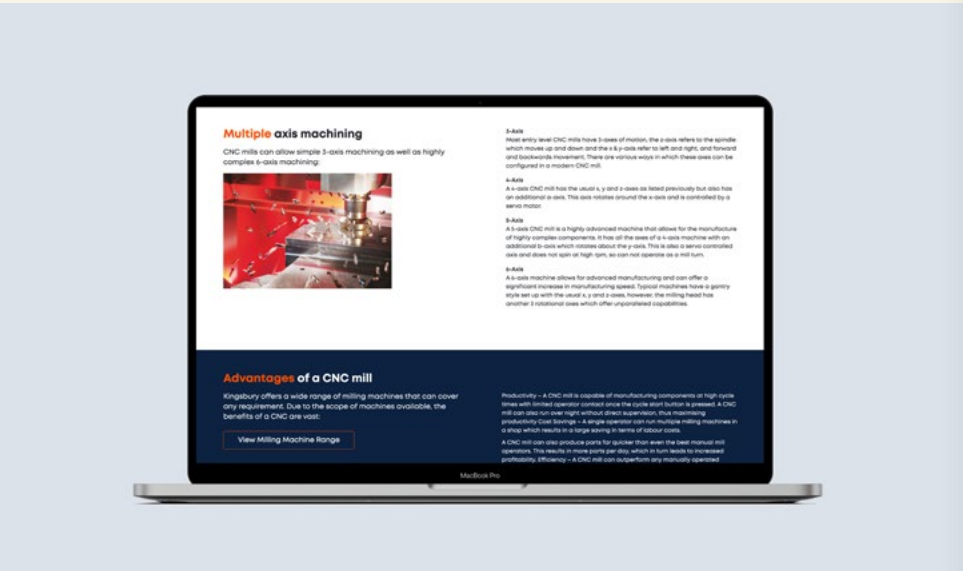
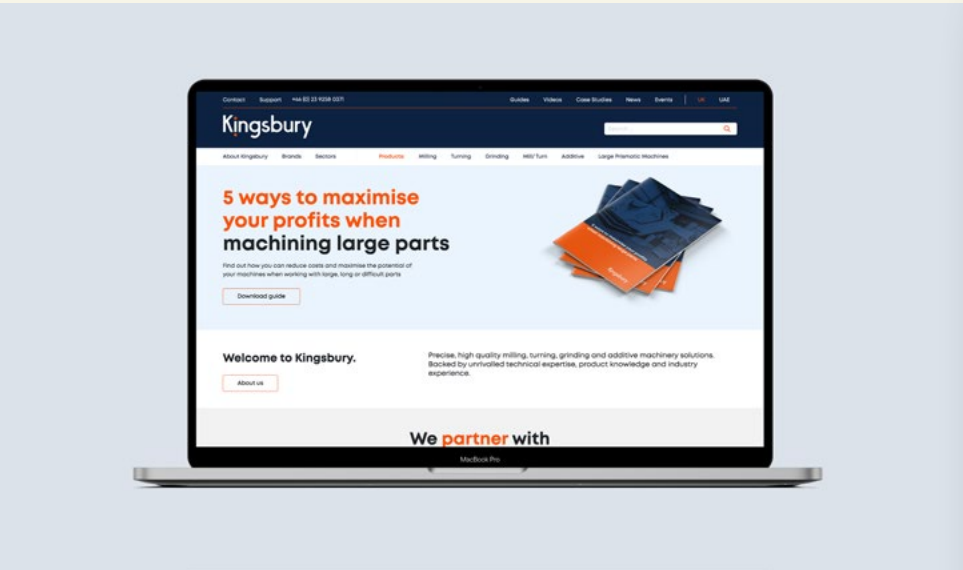
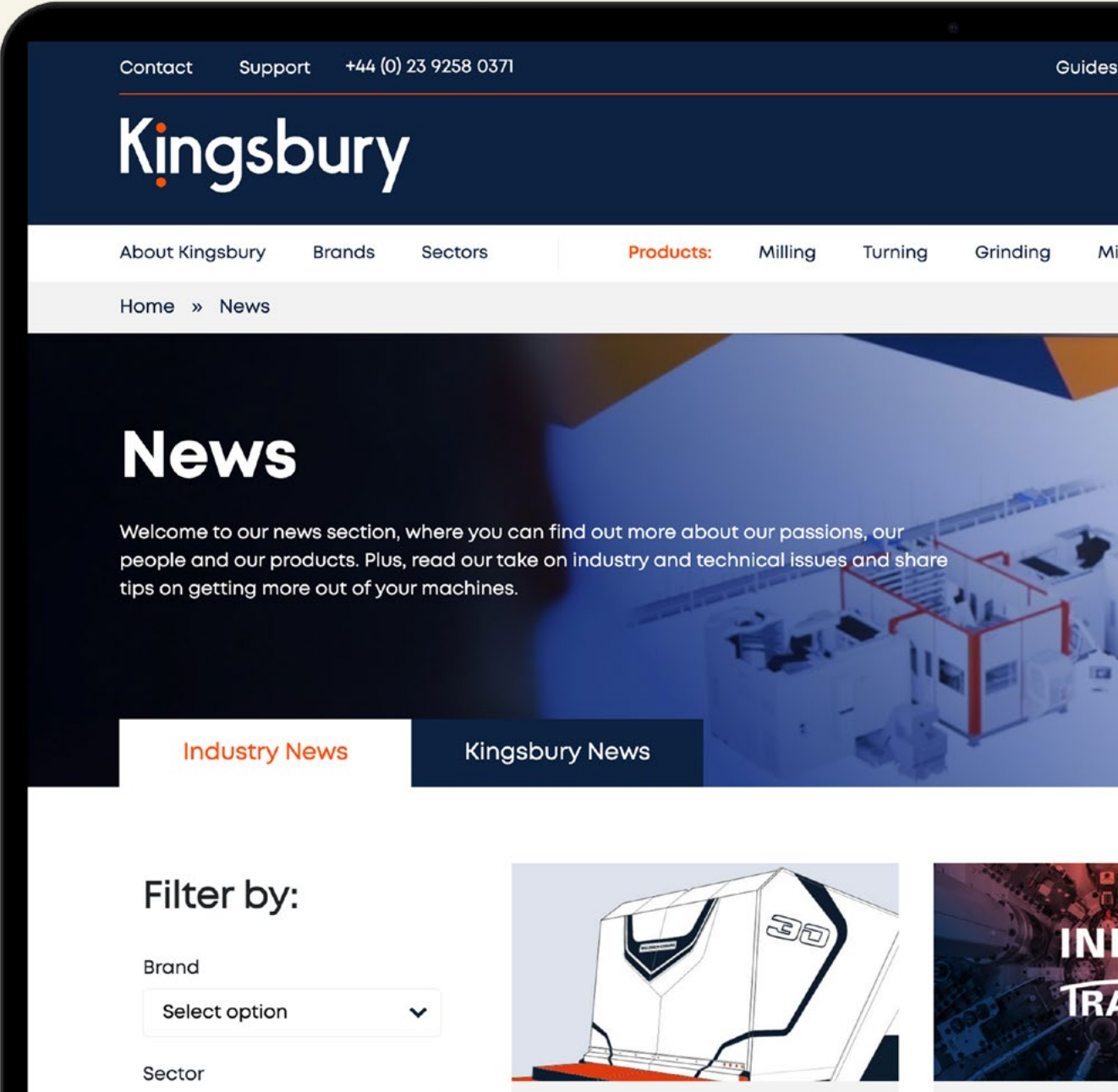


# Website & HubSpot Installation

We created a website with a purpose - to inform, rank and generate leads. The most important aim for the new website was to increase the quantity and usefulness of leads, and the HubSpot installation improved the former lack of insight into customer and prospect engagement. Between the new website launch on the 20th of February 2019 and the end of the year, there were 2,519 conversions, which could all be tracked through the new CRM.

“I’m really happy with the onboarding work I do with HubSpot, because I can see exactly how it’s helping not just a business, but the individual people. I can literally see how I am making the sales guys’ lives easier.”

Jack Harris, Marketing Automation Specialist.





# Demand Generation


Our most recent campaign focused on generating demand for multi-spindle machines, boosting the productivity of Kingsbury's audiences' European competitors. However, the UK market was behind in adopting the technology, and needed more persuading to make the £1 million investment.

Kingsbury had an ambitious goal - sell three multi-spindle machines within the year, a 300% increase on the year above. With the help of Finally Agency's marketing campaign, they sold three, leading to a significant increase in revenue for the client and a lasting interest in the UK market for multi-spindle machines.




# 300%


With the help of Finally Agency's marketing campaign Kingsbury achieved a 300% increase on multi-spindle machine Sales




**Still not convinced by Multi-Spindles?**

Kingsbury Product Manager Andy Young explains the developments made in the world of Multi-Spindles.

 **Download your free guide**




**Our 4 essential Multi-Spindle developments**

 **Download your free guide**

**Kingsbury**

**Multi-Spindle: There's lots to learn**

**but you can start here**





**Multi-Spindles**


**Power. Capacity. Competitive Edge.**

**Kingsbury**

Dear [First Name],

Thank you for showing interest in our Multi-Spindle Seminar Presentation.

We're processing your request, and one of our team will be in touch shortly. Requesting this seminar presentation is a great first step in your journey to winning market share.



**In the meantime, take a look at our pre-owned Multi-Spindles:**

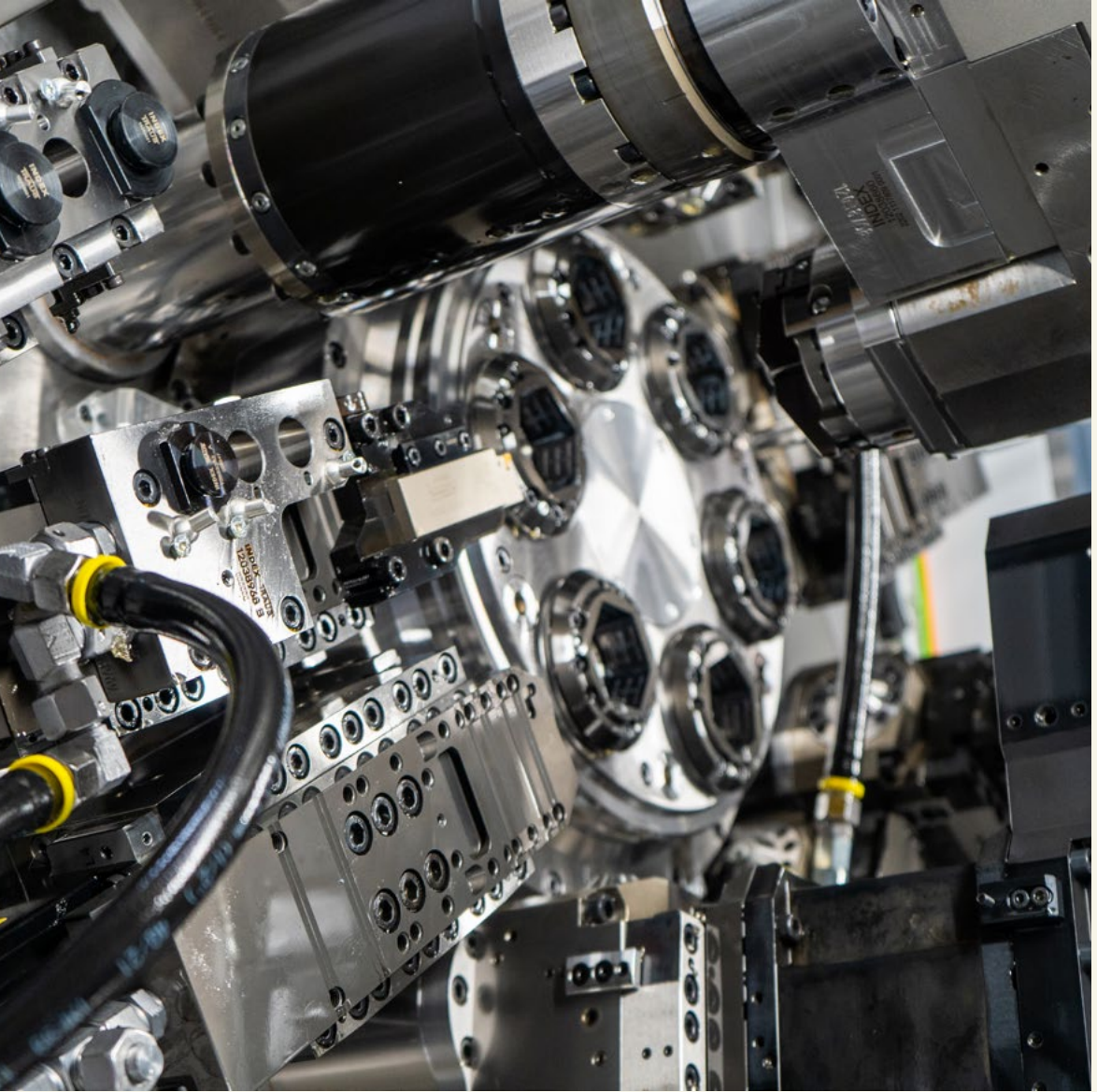
These machines are ready for immediate demonstration and delivery; take a look.

**Pre-owned Multi-Spindle**

**We also have new guides**

Check out our two Multi-Spindle guides, written by our Product Manager and Multi-Spindle expert, Andy Young.







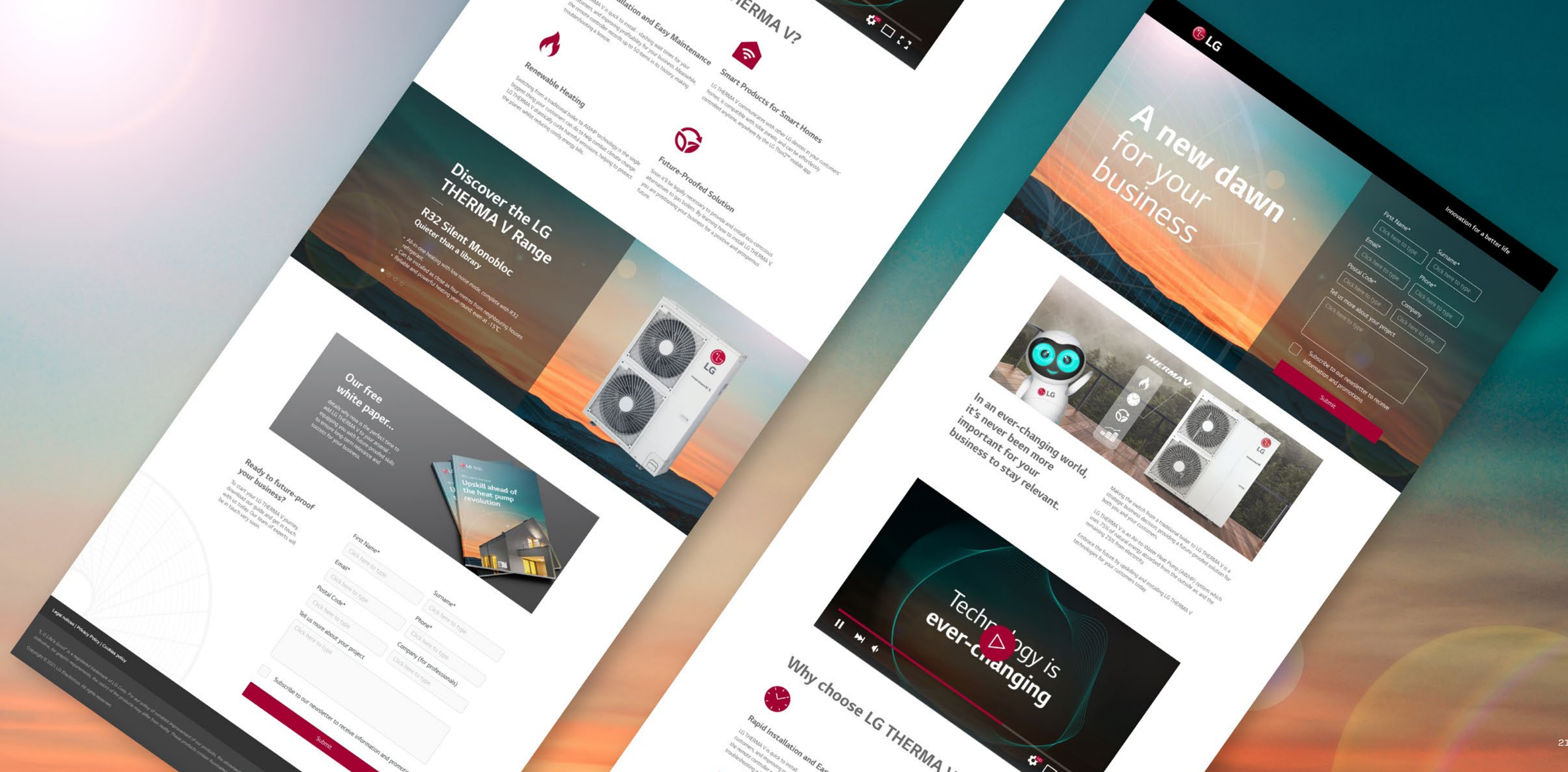
# LG

LG Business Solutions weren't getting the results they wanted from their European B2B marketing.

We were brought in to inject creativity into their campaigns and drive better results.

We have optimised their ads and landing pages, and moved them away from selling on features - instead focussing on the benefits of their solution.

We now deliver multiple annual campaigns for the LG Air Solution business unit.





# Meet Therman

LG Business initially asked Finally to help make them stand out at ISH, the world-leading trade fair for HVAC + Water. Meet Therman. A character developed using inspiration from Disney and PIXAR characters, Therman was used as a wayfinding device at the show. The digital mascot won the hearts of LG Installers, so much so that he is now a key character used in onboarding communications and continuing marketing campaigns across the Air Solutions unit.



## Emotions



## Positions



## Viewpoints



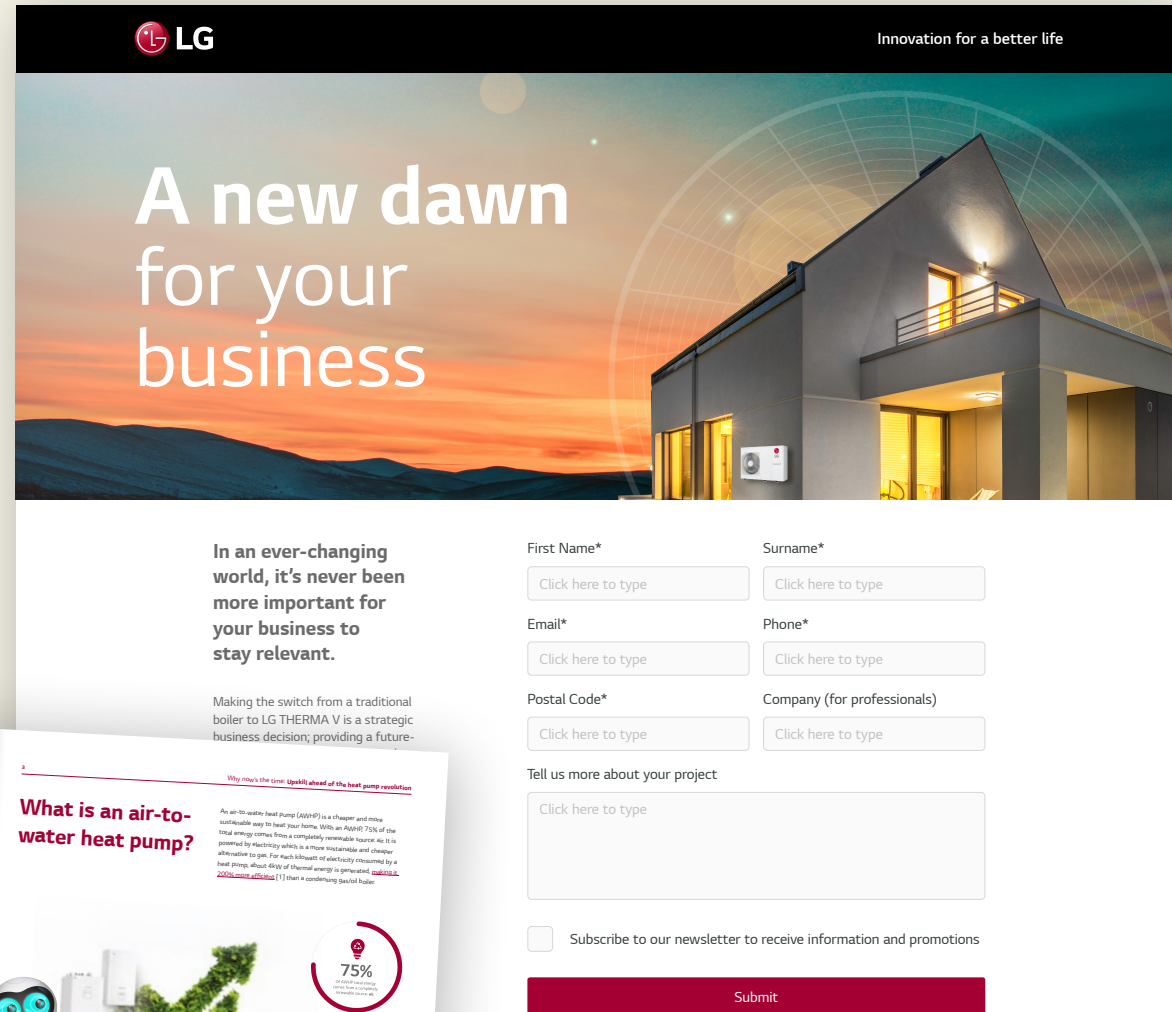
## More Positions



“Finally isn't just an agency but a mantra. It's the exact feeling I had when we brought them onboard. Finally, we have an agency who gets us. Finally, we have a partner that thinks outside the box, cares about the work we do, dares to learn more and dig in regardless of how small or big or technical the topic may be. Finally, we can rest easy knowing that the job will get done, creatively, with passion and perseverance and that we'll be able to laugh along the way.”



Winning Highly Commended at The Drum Awards 2022, this campaign broke records at LG Business Solutions for their best-performing campaign of all time, generating over 4,500 leads in 4 months. Our objective with this campaign was to educate the installers and distributors of heating, ventilation and air conditioning units on why they should choose LG's range of THERMA V Air-to-Water Heat Pump products, so that they can confidently go with this information to their customers - the residential consumers.





We care that you care about...

# Brand Loyalty



Future-proof your services with exclusive LG installer training and development schemes.




## Brand Loyalty

Running across three European countries, all campaign messaging focused on building brand loyalty with the installer market, rather than the products' features. Our approach utilised targeted paid advertising on LinkedIn and Facebook, along with a strategic mix of email nurturing and engaging organic social media content.

We care that you care about...

### Stock and Supply


Provide your customers with a flexible, year-round solution that cools and heats.



We care that you care about...

### Price


Installing an LG air conditioner in the home increases its health, comfort and value.



We care that you care about...

### Renovation Issues


Our air conditioning units are so easy to install that a single person can complete them.

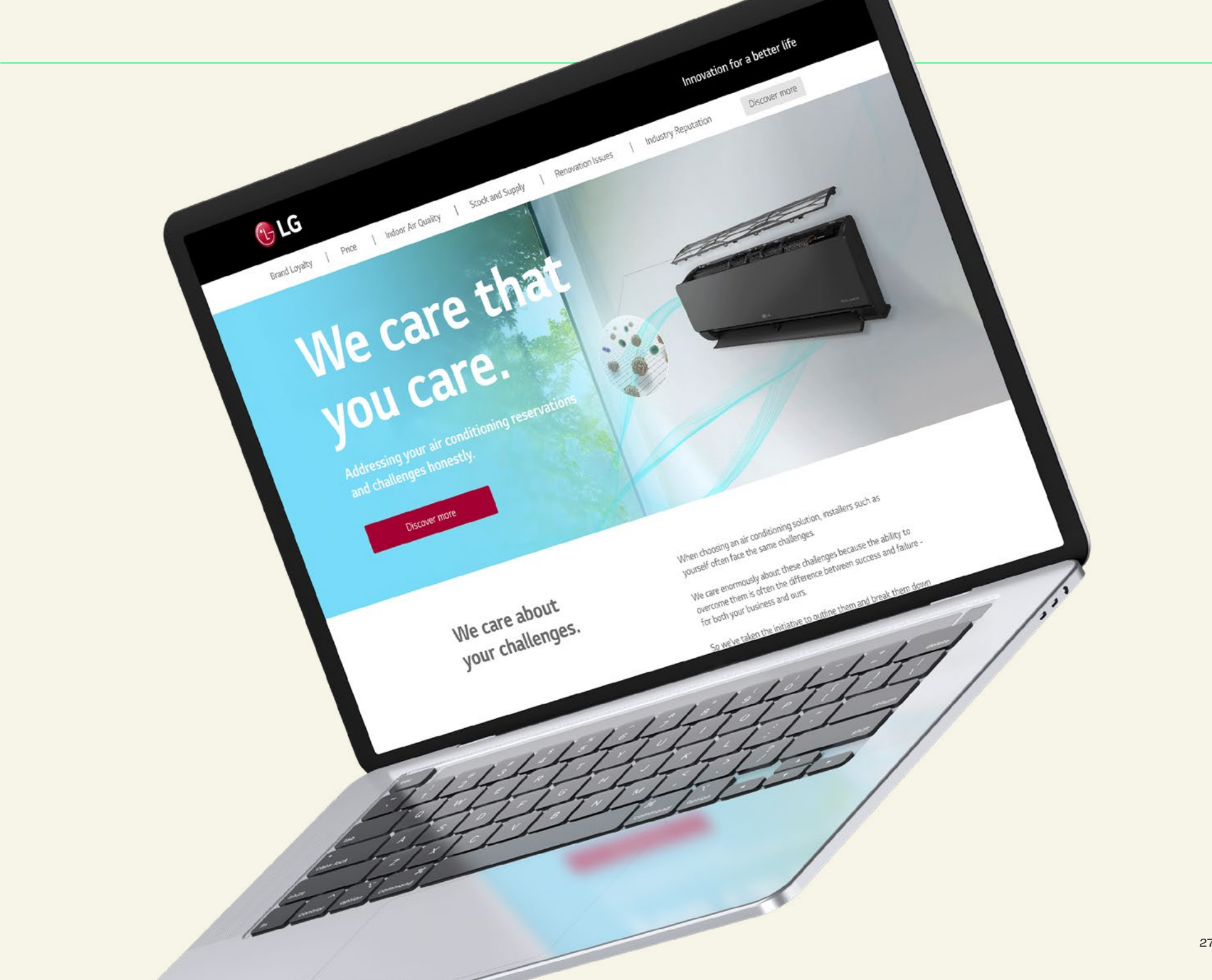


We care that you care about...

### Industry Reputation

Your customers are confident in the dependability of the LG brand. You can be, too.







# Seco Tools



One thing Finally is passionate about as a B2B agency is ensuring people never think of it as 'Boring 2 Boring'. Our recent work with Seco Tools, a global tooling manufacturer, shows the world that you can certainly have creative B2B campaigns that push the boundaries and raise the standards in B2B marketing.

**"Finally Agency differentiated themselves from other agencies that I've worked with by knowing more about the customer journey and the funnel, and how to excite the audience at the top level of that funnel in order to pull them through into the purchase phase. Not many B2B agencies that I have worked with before have been able to do that so comprehensively and so well. The awareness video they created for us got over 500,000 views. I actually don't recommend Finally to anyone... because I want them all for myself."**





# Don't be Smart. Be X-Head.

With this new product launch, the key objective was to raise awareness of the product and educate the audience on how Seco's X-Heads range can make machinists' lives easier. The video ad was the strongest driver of awareness across the campaign, and it performed exceptionally well, amassing 2,358,041 impressions overall. The video achieved 535,107 views on YouTube, culminating in an average CPV of £0.02 across all countries and a CPC of €3.09. The product landing page generated 13,852 views and 8,477 visits, showcasing the X-Head's campaign's effectiveness in driving traffic and capturing potential customers' interest.



# DON'T BE SMART. BE X-HEAD.





# Universal Drills: The Art Of More

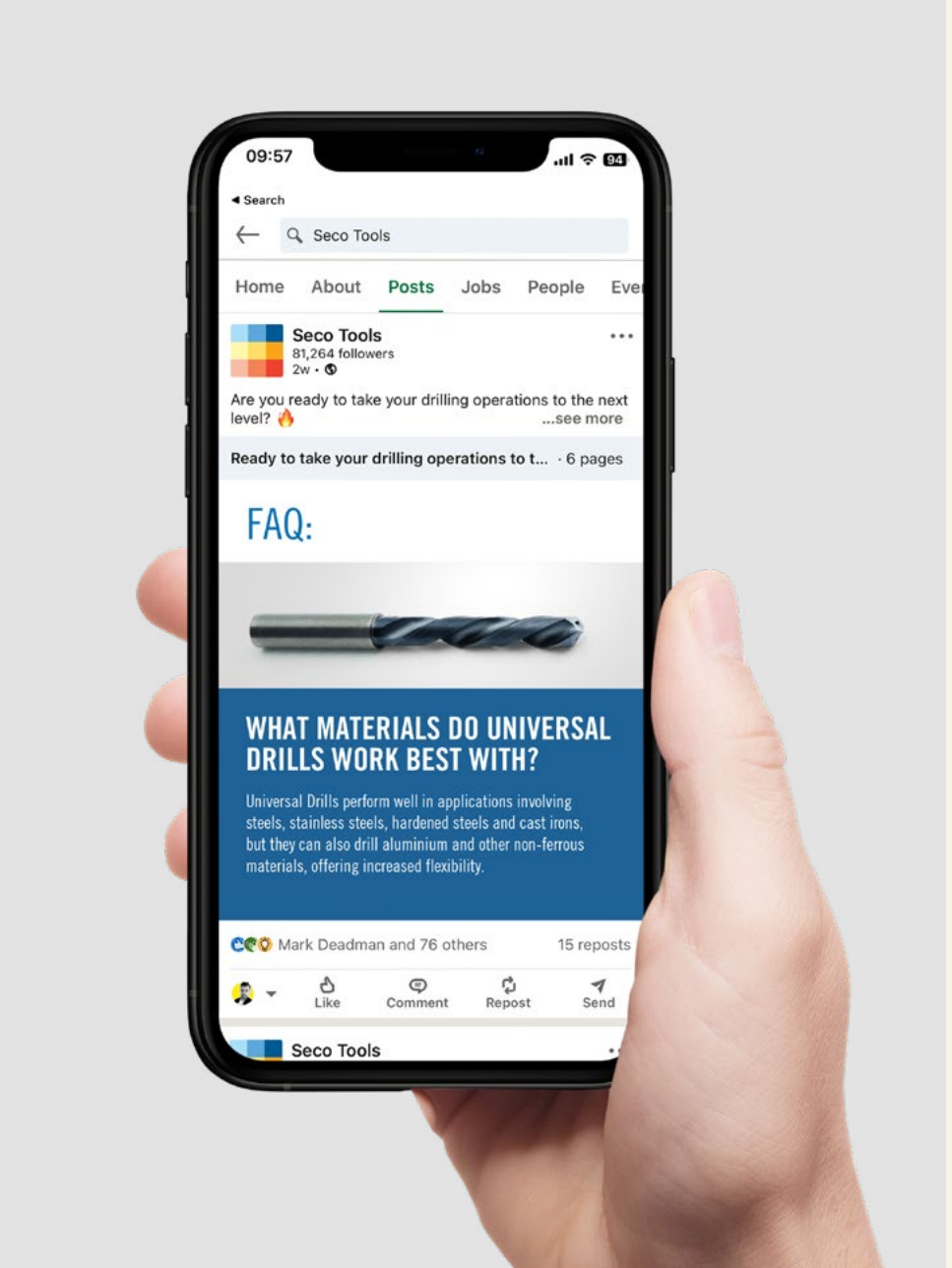
We're currently working on an ongoing campaign for Seco Tools Universal Drills product range. These drills are designed to do less, with more. They cut costs in more ways than one - less tooling costs, less time, less inventory limits, allowing more production, more options, and more action. Our key message and concept, 'The Art of More' is communicated across organic social and landing pages promoting a webinar to launch the product and designed to generate leads.



Hey, [Name].

Low-volume drilling and small-batch manufacturing can be a real challenge - not only from a technical standpoint, but also in terms of profits.

From large and expensive tool inventories to increased costs, your approach to drilling may need to change. Thankfully, for manufacturers like you, Universal Drills can solve the most pervasive drilling challenges:





Kingsbury

Addi<sup>ture</sup>

exactaform

LG Business Solutions

Red Bull

Packaging innovations.  
THE STRETCH AND SHRINK WRAP EXPERTS

MTA  
Machine Tool Accessories

Turbex

RS FRENCH  
WHEREVER. WHENEVER.

Advanced Medical Solutions

Seco

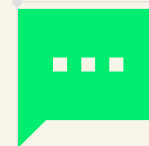
prodri<sup>ve</sup>  
PERFORMANCE | UNLIMITED

DORMER PRAMET

CGTECH

QV™

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what we could  
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