

F Parkinson Ltd

Marketing & Communications



Welcome and introductions



Natalie Shepherd
Marketing Manager



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"Marketing is about understanding people's needs and wants, and giving them what they want in a way that makes them feel good about it."

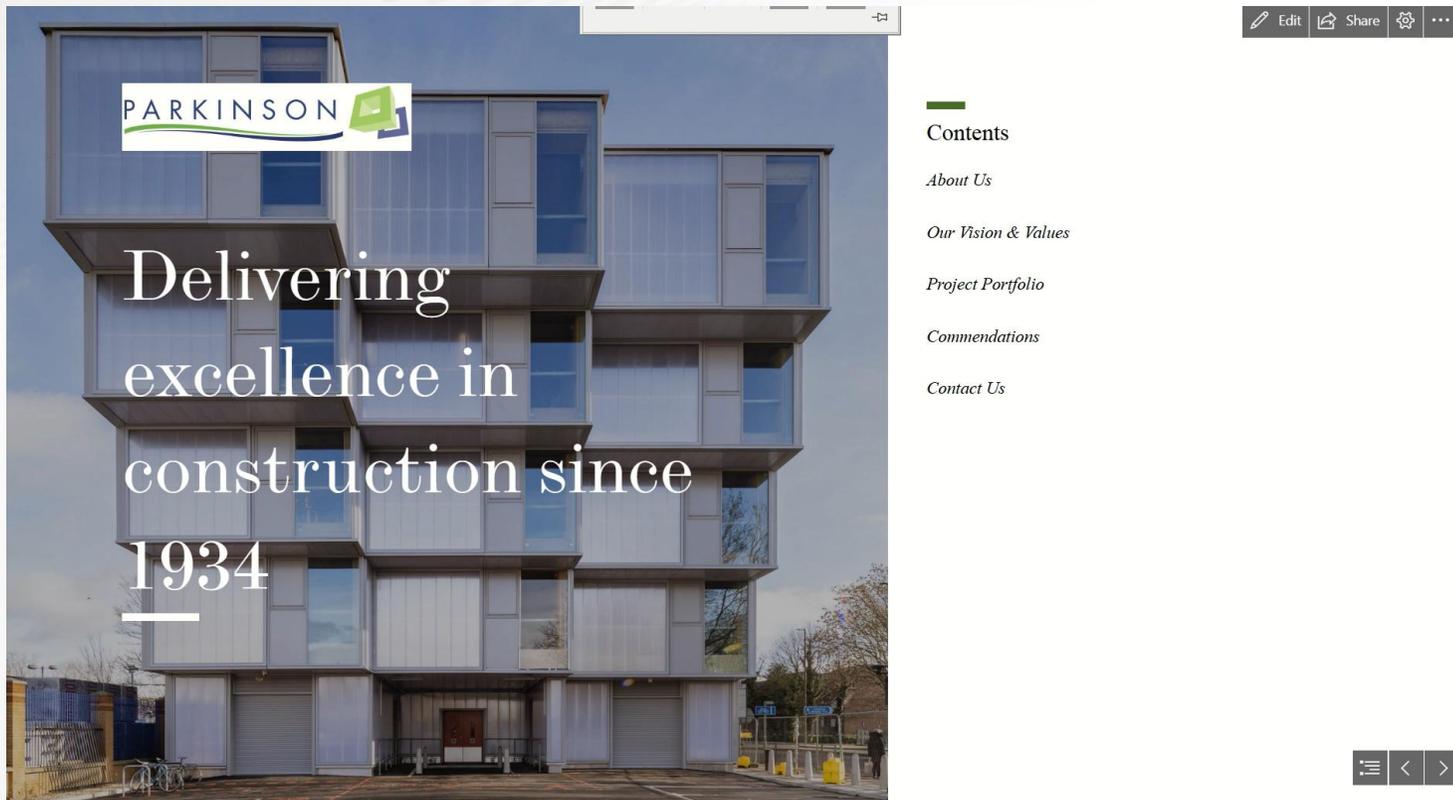
Seth Godin

Marketing and Communications at Parkinson – what do we do?

- ✓ **Traditional Marketing** i.e. print, signage
- ✓ **Digital Marketing** i.e. website, online brochures, SEO
- ✓ **B2B Marketing** i.e. Meet the Buyer Events
- ✓ **Direct Marketing** i.e. email campaigns
- ✓ **Buzz Marketing** i.e. BBC coverage in the media, Press Releases
- ✓ **Event Marketing** i.e. networking, sponsorship, attendance



Online Brochures



PARKINSON 

Delivering
excellence in
construction since
1934

- Contents
- About Us
- Our Vision & Values
- Project Portfolio
- Commendations
- Contact Us

Edit Share Settings ...

Zoom: 100%



	09/10/2024 Delivering excellence in	485 Total views	1 min Avg time spent	39% Avg completion	290 glanced 100 read quickly 095 read in depth
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Online Brochures

- ✓ **Blog Posts**
- ✓ **Reports**
- ✓ **Press Releases**
- ✓ **Newsletters**
- ✓ **Training Guides**

What you can make in Sway



Newsletters



Presentations



Communications



Easily add content from anywhere

Easily drop in photos, videos and other multimedia – Sway is integrated with your device and the web.

Communications

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Communication & Social Media Policy

Introduction

This policy sets out how all staff should handle internal and external communication for F Parkinson Ltd. From press releases to posts on social media, the things we say in public and the way we say them have a huge impact on how people think and feel about F Parkinson Ltd. The objectives of this policy are to:

- Ensure that we are consistent, clear and effective in all our communications to media.
- Prevent misinterpretation or legal consequences which could arise from a public statement being made by someone without authority.
- Explain our approach to social media communications.
- Outline acceptable usage of company communication methods.

All communications about F Parkinson Ltd must be truthful, fair and accurate – they should never be misleading. They must also be transparent and based on reliable information, as well as consistent with our standards, branding and in line with our core values, honesty, openness, trust and integrity.

Financial Communications: The only people permitted to communicate with the financial community (analysts, investors, financial media) are the Company Directors.

Crisis Communication: Any incident that has the potential to attract attention from the media, damage F Parkinson Ltd.'s reputation or our licence to operate, must be immediately reported to your Line Manager and not discussed with anyone outside of F Parkinson Ltd. Only the company Directors are permitted to communicate any information in the event of a crisis.

Public Relations: All information must be reviewed and approved by the Marketing team, as well as by any relevant Directors, before being publicly released.

All information provided to any government bodies and public authorities must be accurate, up to date and void of any political opinions. It must also be consistent with our Business Plan and any previous communications we may have made on the matter.

Media Material: All communications material for the media should be produced to a high professional standard and must be clear, accurate, timely and fairly reflect the relevant facts and

Social Media

LinkedIn Instagram

F Parkinson Ltd 1,790 followers
2w • 🌐

🎉 We're proud to have hosted an inspiring Women in Construction event in Blackpool!

The day shone a spotlight on the incredible contributions of women in our industry and the exciting career opportunities available.

We were delighted to see the event featured on BBC North West Tonight, highlighting our commitment to promoting diversity, empowering women, and breaking down barriers in a traditionally male-dominated sector.

It was a fantastic opportunity to connect with the community and inspire the next generation of female talent in construction.

📺 Catch a short video from the BBC here:
<https://lnkd.in/e2kwDRhv>

Construction firm inspired to act by BBC North West Tonight story
bbc.co.uk

👍👍👍 Andy Grice and 18 others 2 comments · 6 reposts

Reactions

+11

F Parkinson Ltd 1,790 followers
5mo • 🌐

We're Gold!!
We're thrilled to announce that we have achieved the Investor in People (IIP) Gold accreditation for the 5th time! 🎉 This year, we have also achieved the Gold ...more

99% OF EMPLOYEES ARE PROUD TO WORK FOR PARKINSON

IIP SURVEY REPORT QUOTE

GOLD
Congratulations, F Parkinson Ltd!
INVESTORS IN PEOPLE
We invest in people Gold

👍👍👍 64 3 comments · 12 reposts

F Parkinson Ltd 1,790 followers
5mo • 🌐

🎉 Exciting News: F Parkinson Limited Awarded Contract for Hull Youth Enterprise Hub!

We're proud to announce that F Parkinson Limited has been appointed by Hull City Council to refurbish 161 High Street in Hull, creating a Youth Enterprise Hub and Business Incubation Facility! Supported by £1.5 million in government funding, this project will provide a space for young entrepreneurs to grow their skills and confidence, helping to build a vibrant local economy. 🌱

We're proud to be part of this transformative project, which aligns with Hull's vision of fostering an enterprise culture that strengthens the local economy and empowers future leaders. We look forward to working with the Hull & East Yorkshire Youth Enterprise Partnership, Hull City Council, and other stakeholders to make this project a success! 🍀

For more details, read the full announcement: https://lnkd.in/eg7SeK_3

Contractor appointed for city centre youth enterprise hub - Hull CC News
news.hull.gov.uk

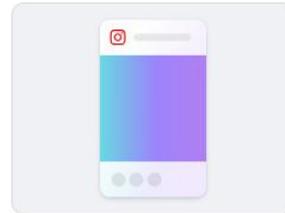
👍👍👍 29 1 comment · 2 reposts

Social Media

Social Media

- For you
- Starred
- Business
- Social Media**
- Education
- >

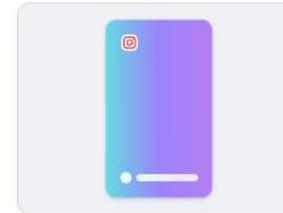
Browse by category



Instagram Posts

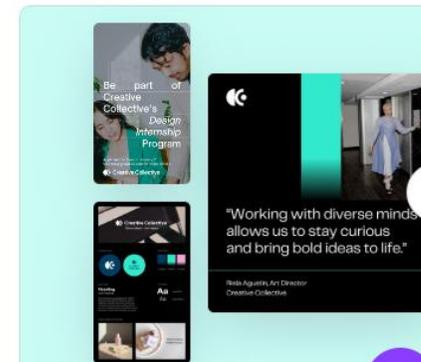


Instagram Stories



Instagram Reels

Multi-design sets New



Social Media



Total post metrics

Last 156 days

1	 HH Smith & Sons Co Ltd	50 ▲13.6%
2	 G4C North West	38 ▼5%
3	 Carefoot	26 ▲4%
4	 F Parkinson Ltd Your Page	18 ▲100%
5	 Simpson	17 ▼46.9%
6	 John Turner Construction Group Ltd	11 ▼8.3%
7	 City Build	8 ▲166.7%



**Thank you for
your time.**

**Any
Questions?**

P A R K I N S O N

