



Prowood and N.B Strategy

Prowood specialises in the manufacturing of Glulam posts and beams for the NZ Market. They work with specifiers and provide them with the tools to make specifying Prolam easy. Reuben Woodman, the Marketing Manager, outlines their experience with N.B. Strategy.



Prolam®

Make marketing a top priority

'Before we started the strategic marketing process, marketing was always second or third priority, so it didn't really get the attention it needed. We really only had one junior marketing person in-house trying to carry our marketing activities which was really ad-hoc. We weren't super clear on what audience we should be marketing to the most, so generally applied one message and blasted that out to all audiences through email and social posts.

After working with N.B. Strategy, we have a number of agencies that help us with different parts of marketing including website, design and copywriting.

Our in-house marketing person is more of a coordinator now between the agencies to deliver on projects and weekly objectives. We still have a strategist working with us as a mentor and training us on how to work with different agencies which has been a great help to ensure we get the maximum value from them.

We have a weekly marketing meeting with the different agencies to ensure projects are kept on track.'

Focusing on achieving agreed goals

'We are now all much clearer on our primary audience of who we want to market to and have a structured and tailored approach.

The biggest benefit has been providing structure and direction in marketing.

To other businesses who are considering strategic marketing coaching, I'd say If your marketing is ad-hoc and you feel like you need some direction and structure, I'd highly recommend it.

You need to make time to invest in the programme to get the most out as some weeks there is a lot to be done, but it's up to you on how fast progress is made. It helps to give you the confidence to invest in the right areas of marketing.



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