



Above: New website and six page roll-fold flyer

Main: Construct Lifts branding development, stationery and vehicle livery

"I have known the Austin Marketing Team for well over 10 years and they have always worked as though they were part of an internal team. When I started with the planning of the Construct Lifts business David and his team were there helping us get everything ready. I can confidently say Austin Marketing have helped and given us an excellent on-line presence."

Rob Lewis, Founder and Director Construct Lifts Ltd



Services Provided

- Visual Identity & branding
- Marketing Support
- Online Strategy
- Graphic Design
- Copywriting
- PR
- Website Design & Build
- Full Website Management
- SEO
- Print & Promotional Material

Online results 8 weeks after website launch, for the three critical keywords via Google Search.

- Position #3 for GMV parts
- Position #3 for Peelle Door
- Position #6 for Sautter Lift Components

Customer overview

Construct Lifts are a new-to-the-market (2023) specialist equipment parts supplier, and sub-contractor to the lift industry. As a result, the company's two directors have secured exclusive partnership agreements with Canadian company Peelle Door, GMV Sweden and German company Sautter Lift Components.

The objective

Rob Lewis, the founding Director of Construct Lifts Ltd, approached us to help with the launch of the new business which required visual branding, a web presence, a marketing strategy and plan for social media.

Our work

Our first task was to produce a range of branding suggestions, and subsequently convert the chosen design into final artwork, stationery, vehicle livery and website designs. To accelerate Construct Lifts web presence, we built and published a temporary website in early January 2023, whilst we generated the copy and visual content for a sixty-page website. Following on from this, we assisted with proposals for the company's marketing strategy and a plan to help Construct Lifts undertake their own social media content generation.