
Innovation Centre filled two years ahead of schedule

Fareham Innovation Centre



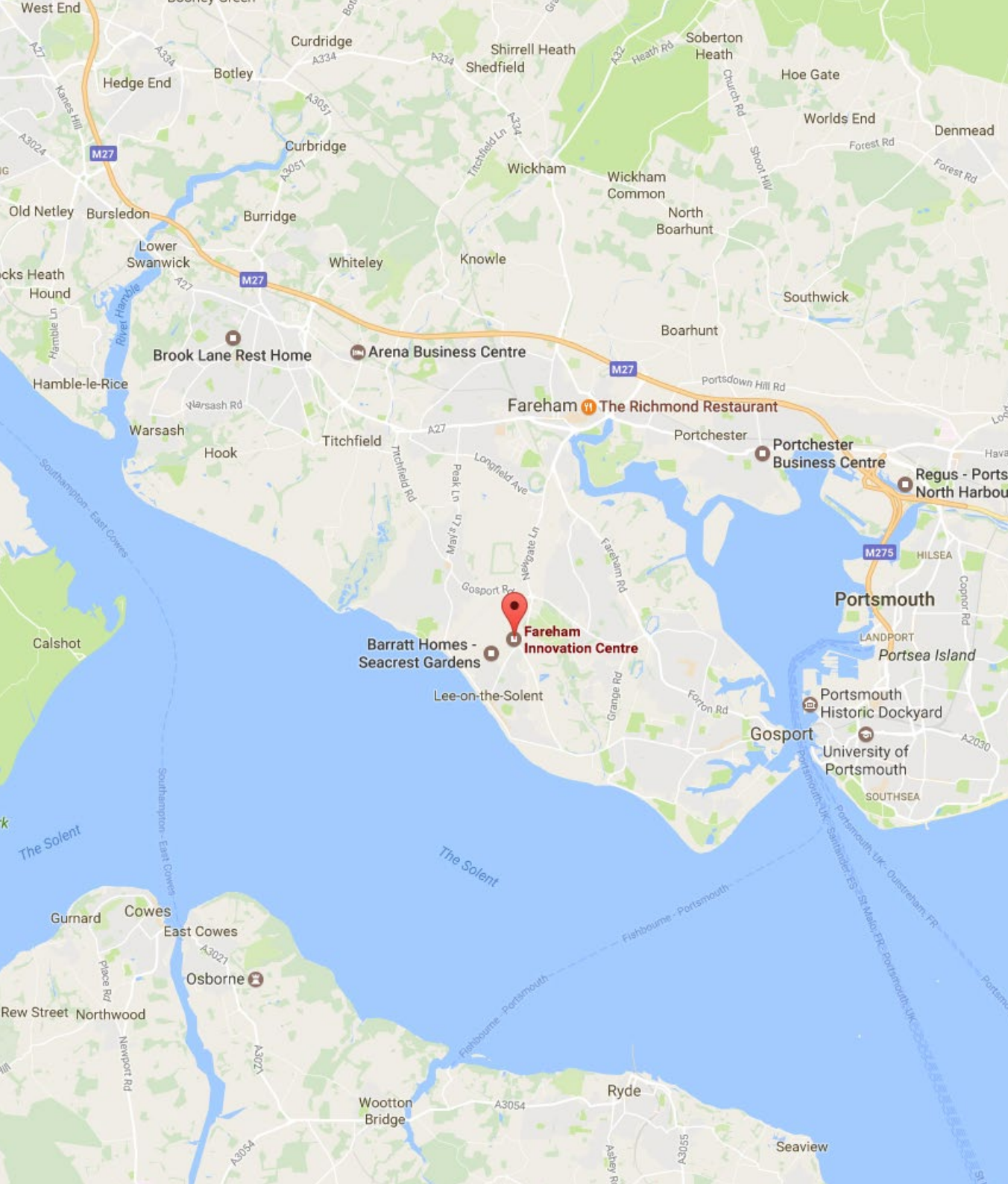
Case study:

Fareham Innovation Centre



20,000 ft² purpose built building
providing a mix of workshop,
office and co-working space on a
newly created Enterprise Zone in
the Solent region





Location Challenges

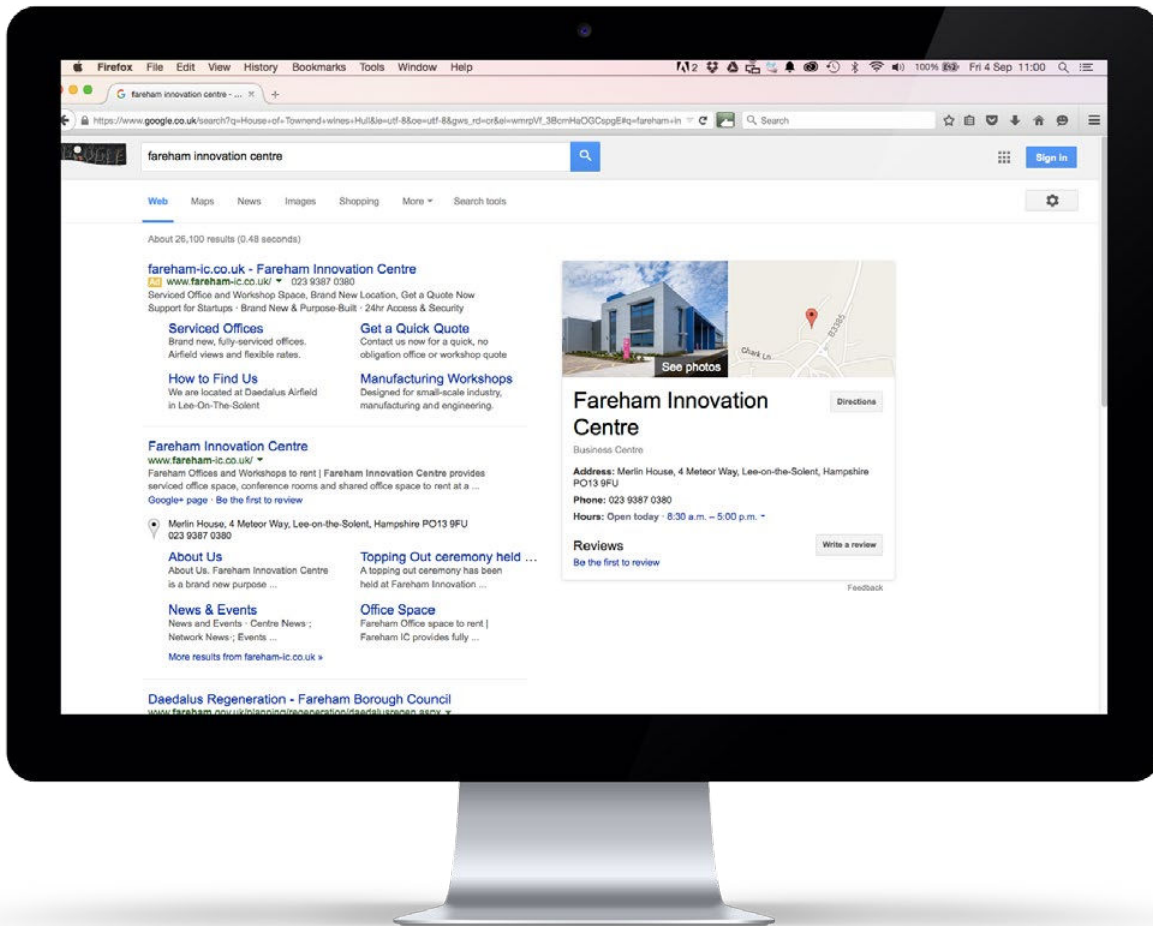
- Sparsely populated peninsula
 - Although 80% of prospects live within 20 miles, there is a lot of water within 20 miles of Fareham
 - Southampton and Portsmouth already have Oxford Innovation managed Innovation Centres, plus several other operators in the local area
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Restrictive Gateway Policy

- Due to Enterprise Zone location and public sector funding, the space targeted certain sectors – automotive, marine technology, advanced manufacturing
- Focused on early stage, fast growth, SMEs and start-up companies
- Workshops (which are typically hard to fill) and a range of offices



Lack of Brand Awareness - Search Marketing



- Google My Business helps people find our innovation center both online and in the real world
- SEO Takes 3-4 months to kick in 67% of B2B buyer journeys are done digitally
- 71% of B2B researchers start their research with a generic search

Targeted Landing Pages



- Search marketing helps prospective buyers find Fareham Innovation Centre
- Targeted landing pages make it clear what it has to offer
- Highly visible calls to action
- Targeted to provide answers to the buyer's needs



At least 50% of our traffic is mobile

- The existing website was not responsive
- 70% of B2B customers use smartphones / tablets to look up details – as they are on the move



Long Consideration Cycle

Re-targeted display adverts

- 7% of B2B buyers responded to display ads
- Exceptional value for money. Cost per click is pennies but the brand building is worth far more



Summary of Strategy

1. Location

- Geo-targeted search marketing
- Google My Business

2. New Building – No awareness of brand or offering

- Search marketing on branded and generic terms
- Project live within 2 weeks of commissioning

3. Restrictive gateway policy

- Search marketing and targeted landing pages

4. 50% of traffic is mobile

- Landing pages are responsive

5. Taking an office has a long consideration cycle

- Retargeted display ads build brand awareness and keep us front of mind

The Results

- £500,000 in additional rental income vs. target
- 600% increase in qualified sales leads
- Centre now at 100% occupancy, with a waiting list
- Centre making profit 2 years ahead of schedule
- 50 companies using the space – workshops, offices and co-working
- Waiting list of over 20 companies



The Results (continued)

- Additional building now under construction to meet commercial demand
- Fareham Council and Oxford innovation have broken ground on the £6m-plus extension
- Scheduled to open in Spring 2018, the new facility will have 3,400 square metres of floor space, 33 offices, five workshops and parking spaces



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