



GROW MY TRADE

SPECIALISTS IN KITCHENS, BEDROOMS & BATHROOMS

A COMPLETE MARKETING PARTNERSHIP

A better way to grow your showroom.

Content. Advertising. Follow-up. Appointments. Revenue tracking. One specialist partner taking care of the entire process.

A DIFFERENT STANDARD OF SHOWROOM MARKETING.

2026



01 / THE OPPORTUNITY

You didn't open a showroom to become a marketer.

You opened it to design beautiful spaces, deliver a brilliant customer experience and build a profitable business. Yet finding the next great project can feel unnecessarily unpredictable.



THE REAL ISSUE

Good businesses deserve better than disconnected marketing.

One team. One strategy. One clear commercial goal.

01 / INCONSISTENCY

Never quite knowing where the next enquiry will come from.

02 / FRAGMENTATION

Too many suppliers, too many handovers, too much chasing.

03 / LITTLE VISIBILITY

Plenty of marketing activity, but little clarity on actual revenue.



02 / ONE COMPLETE SOLUTION

Everything connected. Nothing left to chance.

Not an isolated advert, a photographer or a generic social media package. A joined-up growth service built specifically around KBB showrooms.

01

Content strategy & ideas

We develop ideas, angles, talking points and scripts so every shoot has a clear purpose.

02

Photography & video

We arrange and capture customer projects, showroom content, testimonials and pieces to camera.

03

Social media management

Professional editing, captions, content planning and scheduling to maintain an active presence.

04

Meta advertising

Campaign planning, audience targeting, creative testing and retargeting, managed on your behalf.

05

CRM & follow-up

A dedicated KBB application, lead pipeline, notifications and automated email, SMS or WhatsApp follow-up.

06

Performance & refinement

Monthly reviews that connect enquiries and appointments to genuine customer and revenue outcomes.

ONE MARKETING PARTNER. ONE JOINED-UP PROCESS.



03 / THE CONTENT ENGINE

Be the showroom people remember.

A beautiful finished project gets attention. Showing the thinking, people and customer experience behind it is what helps you stand apart.



PLAN

Researching content themes, developing the creative approach and writing scripts for the owner or design team.

PRODUCE

Quarterly filming sessions at showrooms and completed projects, including optional customer stories.

PUBLISH

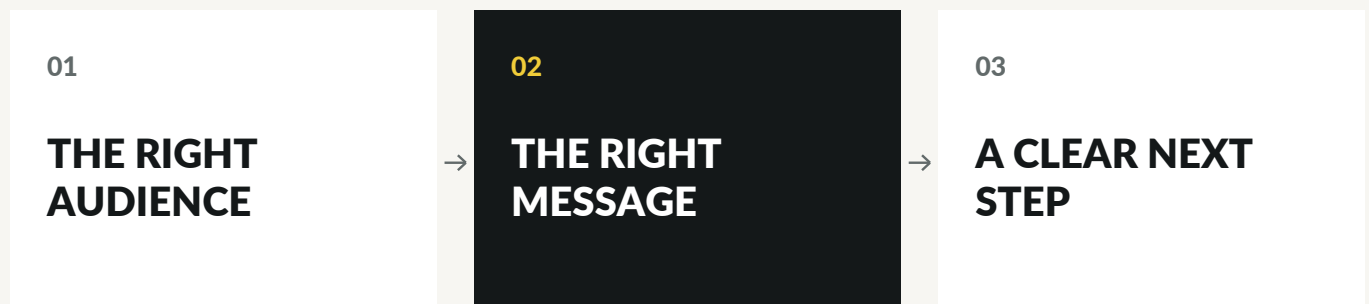
Editing videos, selecting the strongest images, writing captions and maintaining your content calendar.

The principle: make your business unmistakably different, not just another showroom posting another kitchen.



Getting seen is only half the job.

The right campaign should make people take action - and the right follow-up should help turn that interest into a genuine conversation.



PAID MEDIA MANAGEMENT

We plan your campaigns around your showroom, local market and ideal customer. That includes creative, lead forms, targeting, retargeting and ongoing optimisation - not simply boosting posts.

AUTOMATED FOLLOW-UP

New enquiries are captured inside your dedicated pipeline. Automated messages, lead notifications and reminders help you respond consistently, while keeping everything visible in one place.





From first interest to your showroom door.

A clear, considered process - designed around how people actually choose a new kitchen, bedroom or bathroom.

01 DISCOVER

A potential customer sees your content or advertising.

02 ENQUIRE

They request more details and leave their contact information.

03 CONNECT

Your team, or ours if selected, introduces the showroom and gathers project information.

04 UNDERSTAND

Discuss project type, scope, timing, budget and suitability.

05 APPOINTMENT

Where appropriate, arrange a showroom design consultation.

06 TRACK

Record appointments, outcomes and resulting sales in your KBB pipeline.

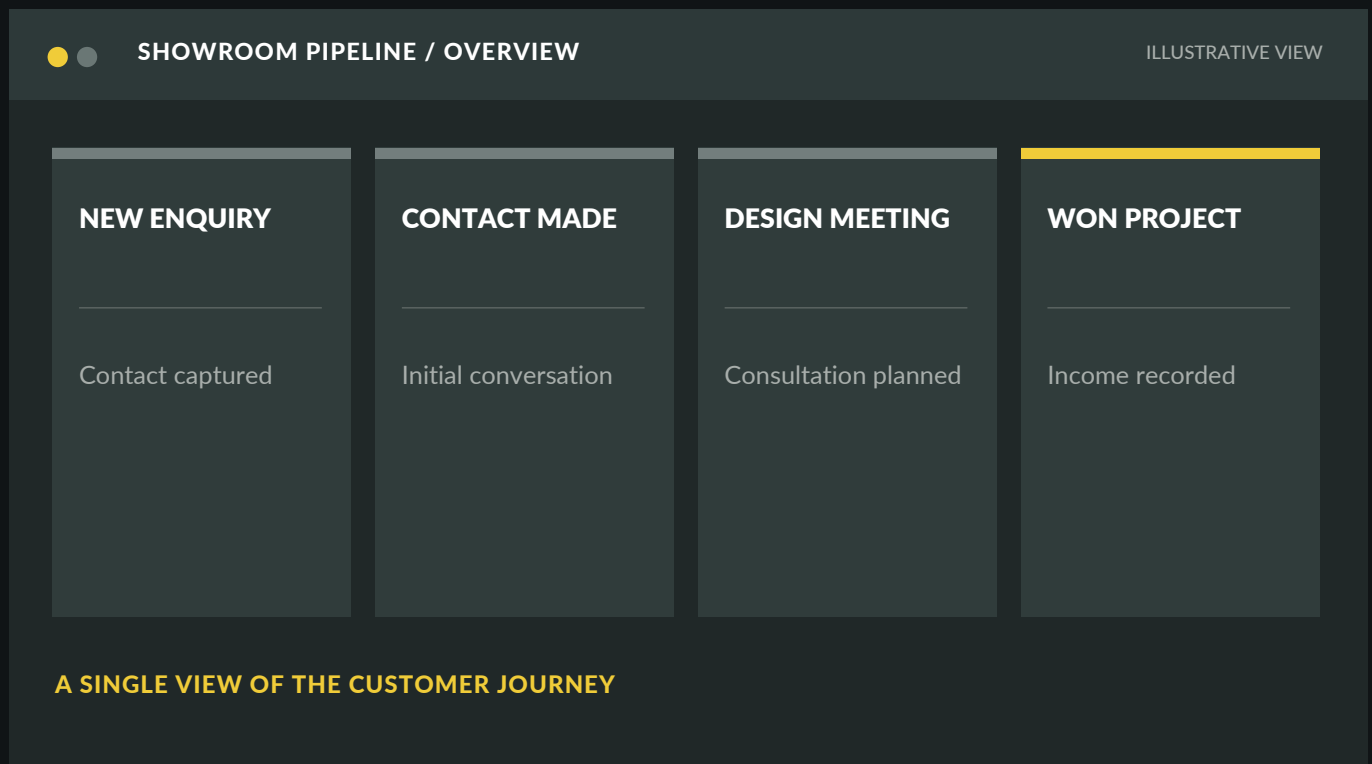
Appointment booking is optional. You can manage calls and consultations in-house, or choose to have our team contact prospects and arrange appointments for you.



06 / THE KBB APPLICATION

Visibility, without the admin headache.

Your leads, appointments and opportunities in one dedicated place, with the information you need to make better decisions.



01 Know what is happening

Leads, follow-ups and current opportunities are organised in a clear, shared pipeline.

02 See the actual outcome

Monthly reviews focus on appointments, jobs won and the revenue attributed to your campaigns.

We care about **real business outcomes** - not a dashboard full of impressions that never become customers.



The first 21 days. Fully managed.

Our target is to have onboarding, initial content production and your first advertising campaigns live within three weeks.

DAYS 01-07

Discover & prepare

We learn your business, confirm the customers and projects you want to attract, agree your qualification criteria, collect branding assets and map out the strategy.

DAYS 08-14

Capture & build

We plan and script your first content day, coordinate the shoot, begin editing and configure the campaign, CRM, notifications and follow-up journey.

DAYS 15-21

Finalise & launch

We complete and approve initial creative, test your enquiry flow, finalise the adverts and aim to launch your first campaign.

What we need from you: a short onboarding form, brand assets, access to the relevant accounts and a little time to coordinate your first shoot. Launch timing depends on timely access and approvals.



05

Qualified enquiries. Every month.

Not five random names on a spreadsheet. **Five properly qualified enquiries, based on criteria your own showroom sets during onboarding.**

THE CRITERIA

We agree exactly what a qualified enquiry means for your showroom - including the type of project and other suitability requirements.

OUR COMMITMENT

If we fall short of five in a month, we keep delivering the service at no additional service fee until that month's shortfall is met.

This is a qualified-enquiry guarantee, not a guarantee of sales, signed contracts or booked appointments. Qualification is agreed with each showroom during onboarding.



The results matter more than the reach.

WINDSOR INTERIORS

SIX-FIGURE

Revenue generated through our work together, as reported by the client.

"It's a no brainer."

RETURN ON INVESTMENT

"Spending money to get way more money back"

THE DIFFERENCE

"Compare it to what we get now, it's night and day difference"

TIME BACK

"It's given us quite a lot of time back"

WATCH THE FULL CUSTOMER STORY 

THE STORY OF WORKING WITH GROW MY TRADE



You're a partner. Never another number.

I'm Harry Meredith-Wood, owner of Grow My Trade. I work directly with the showrooms we support because I believe good marketing starts with a relationship - not a ticket number.

I started Grow My Trade at 18, determined to offer something more valuable than another disconnected marketing service. My focus is helping showrooms turn distinctive content and consistent advertising into measurable business growth.

You have my personal number, direct communication when you need it and a single point of contact who understands your business, your customers and the outcomes you are working towards.

HARRY MEREDITH-WOOD

OWNER / GROW MY TRADE LTD



It should feel like having a marketing partner in your business, without having to build an in-house marketing department.



Everything you need to know before we talk.

Will we need to film content every week?

No. Our core content production is typically planned around one coordinated shoot every three months, with ongoing marketing activity between shoots.

Do you book our design consultations?

If you want us to. Appointment-setting can be handled by us or kept with your own team; we tailor the process to your showroom.

Will we know what sales come from the campaigns?

That is the objective of the dedicated KBB application and monthly review: connect enquiries and appointments to the jobs you actually win.

Do we still have creative input?

Absolutely. Your business, ideal customers and approvals shape the messaging - we handle the execution and the heavy lifting.

LET'S TALK ABOUT YOUR SHOWROOM.

A practical conversation about where you are, where you want to be and whether we are the right fit.

BOOK A FREE CALL

