

Just Practising Limited

Capability Statement and Services

Just Practising is the trading name of Su Butcher's consultancy which specialises in working with construction companies to enable them to use social and digital tools strategically for business benefits. Since establishing her consultancy in 2011, Su has become a trusted commentator on the adoption of social technologies in construction and advises a range of contractors, product companies and consultants in the UK, Europe and the US.



What is Social Media?

Social Media is people having conversations on the Internet.

It is the **Conversation** that makes social media different from other traditional forms of media, which are broadcast in nature, one to many. Social media is many-to-many. It is the process of discussing and sharing that amplifies your message. **Without conversation**, social media doesn't work, and you end up shouting into a bucket.

Social media is also a type of Digital Media - a type of **Publishing**. You need to publish as well as talk. Publishing is what makes good social media work. **Without publishing** your own things, you won't have anything for people to talk about, and you'll end up talking about everyone else.

So, to be successful in social media, you need

- the **SOCIAL** - Be prepared to have the conversation; and
- the **MEDIA** - Make something worth sharing.

Social Media must be a key part of any effective strategy for marketing, growing and maintaining the reputation of any business. Whilst a good website has been an indispensable tool for some time, social media now helps you turn that website into a machine to generate targeted leads, engage with your stakeholders, recruit and look after your customers and advocates.

Why use Social Media in Construction?

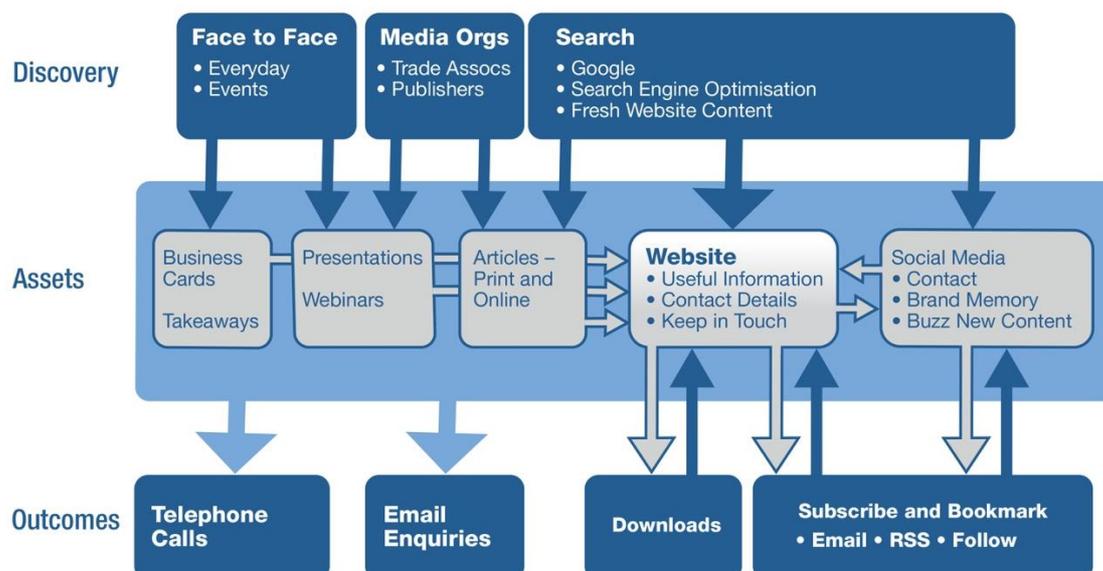
The Construction Industry is notoriously conservative and take up of social media has been slow and patchy. But this new technology has a quality that makes it an ideal medium for construction professionals to use and for companies to use to generate business. It is about people.

I worked in architects' practices for most of my career and have been involved in generating business helping practices become successful. I've also seen how construction professionals across the industry choose whom to work with, which products to specify and which projects to be involved in. It all comes down to human relationships; construction is a human business.



Social media enables us to build, strengthen and develop new relationships with construction professionals that would be impossible to sustain with just a telephone and face-to-face meetings. As human interactions are the key to successful construction business, social media is an indispensable tool.

Why Just Practising?



A new approach to Social and Digital Media

Just Practising is a different kind of Digital Media Consultancy. We don't take social media 'off your hands' like many agencies do. We see social and digital media as an integrated part of your wider business strategy, so don't be surprised if we ask to talk about your business objectives, for example.

Working within your existing systems

At Just Practising we come into your organisation, learn how it works and propose strategies to add or enhance social and digital media in ways that work with your existing systems to help them work better and improve communication, internally and externally. We work with in-house marketing, sales and technical teams, and with your outsourced agencies. We can even help you set up virtual teams.

Working with your people

Just Practising focuses on the client-facing people in your organisation and helps them understand and use social media as a tool to support their personal business objectives. This enables them to accept it as a useful tool to help them do their job, rather than something imposed from outside.

What you need how you need it

Integrating social media into a business strategy is a marathon, not a sprint. Large and small organisations need to make changes gradually and build up an online footprint of their expertise. We work with our clients to determine the right pace, and the right series of interventions to get the results you need.

Delivering Results

Results are the objective of all our activities. We work with you to identify measurable goals and deliver outcomes. We actively use 'on-social' and 'on-website' measurement, tied into quarterly reviews of strategy and implementation.

Innovation and Added Value

We've always looked for innovative ways to use social tools, be it the promotion of events or learning about specifiers. Tools are developing continually, and we aim to keep abreast of the changes whilst keeping a focus on results.

Su has a large network of construction contacts and a huge reach online resulting from over ten years of building trust relationships, particularly on LinkedIn and Twitter. This network is available to her clients as an additional resource. It has been successfully used to reach new audiences, increase engagement and deliver measurable outcomes.

Su's Twitter Accounts

Su Butcher's main accounts have a combined following of over 145,000 users:

Account	Followers	Moz Social Authority	Engagement Rate
@SuButcher	23,500	49	84%
@UKconstruction	66,800	38	58%
@ArchitectLeague	66,700	35	47%
@UK_Housing	3,500	42	23%

"Su Butcher is one of those rare individuals who carry their learning, expertise and experience lightly and, who generously shares them all. The generosity makes her a great networker and she uses social media to extend her network and influence in canny and thoughtful ways.

The 140 characters in Twitter never seem to limit her ability to communicate and her well-regarded live blogging skills helped spread the word about the Government Construction Summit and many other events.

Su is at the crest of the social-media-wave as the leading social strategist in construction. The construction industry is lucky to have her and I cannot recommend her highly enough."

Bridget Bouch - Jablite and Styropack

Testimonials: <https://www.justpractising.com/testimonials-su-butcher-just-practising/>

Example Clients

Product Companies and Distributors

Armstrong Ceiling Solutions Ltd
Aurora Group
Flowcrete
Gunnebo Entrance Control
Hargreaves Foundry
Jablite
HS Jackson & Son (Fencing) Ltd
Jaga Heating Products (UK) Ltd
Kalzip UK Ltd
Marley Eternit
Optima Products Ltd
Promat UK Ltd
Saint Gobain Ecophon
SIG Design & Technology
SIG Roofing
Tata Steel
Tobermore Concrete Products Ltd

Consultancies

Ash Sakula Architects
Baker Stuart
Barefoot & Gilles Ltd
Competitive Advantage
Daniel Connal Partnership
Gill Associates
GSS Architecture
Hill International
Hush Acoustics
Haydens Arboricultural Consultants
Playle & Partners
PRP Architects
tp bennett

Software, Tech and Media

BRE
The Building Centre
COINS Global
The Concrete Centre
ESI.info
Honest Buildings
ihandover
Landmark Information Group
RIBA Enterprises/The NBS
UBM
Workplace Trends

Trade and Professional Associations

Chartered Institute of Building (CIOB)
Chartered Institute of Building Services Engineers (CIBSE)
COMIT
Council for Aluminium in Building
Finishes and Interiors Sector (FIS)
Forum for the Built Environment
Guild of Architectural Ironmongers (GAI)
Institute of Environmental Sciences (IES)
Institution of Engineering and Technology (IET)

Locality
Mineral Products Association
RIBA, RIAI and RSAW
RICS
Sustainable Homes
UK BIM Alliance
UK Green Building Council (UKGBC)

Clients

British Land
National Housing Federation

List of Services

Strategic Consultancy

- Su is available on a **consultancy** basis to review your existing marketing, digital and/or social media strategies, advise on your plans and make recommendations, at any point in your deliberations.
- Su provides a professional, external **sounding board** with expertise in social media for construction and specifiers in particular.
- Invite us to **talk to your board** about the value of social and digital media in construction from the point of marketing, sales, HR or crisis management.

Audit and Review

- **Website Audits** including structure, performance, SEO, Analytics and UI. We work with experienced specialists to provide an overall picture of what your website is doing, complete with recommendations and presented in a written report, presentation or both to your board or team.
- **Social Media Audits** reviewing your corporate accounts and your competitors', and audits (with consent) of employee social media activity.
- Employing an outside agency for your digital marketing? Not sure what you should expect? Ask us to **review your agency's performance** and make recommendations.

Strategic Planning

- Got a business plan but **no marketing plan**? Ask us to help you put one together that makes the most of your offer.
- Preparing a next years' **marketing, digital marketing or social media strategy**? We can assist you with evaluating the current status of your work, planning for future growth and integrating activities into your wider plans. Write your own strategy document with our advice, or commission us to prepare one for you.
- Not sure what you should be publishing? We can develop a **content strategy** which aligns with the objectives of your marketing plan and makes the most productive use of all your assets.
- Supporting your strategy development - The most effective way to deliver a good strategy is to bring the key people into a room and flesh out your existing strategies, identifying where the best opportunities are. At the beginning of the process it is wise to identify 'low hanging fruit': pilot projects that can bring a return on investment within a few months.

Policy

- Advice on **social media policy principles**.
- **Review** of existing social media policies
- Our '12-word social media policy' CPD session for your staff.

Training

- **Day workshops** for your team or members in Strategy Development, Content Marketing, Blogging, LinkedIn and Twitter, tailored to your requirements.
- 1-2-1 and small group **mentoring**, online or in person.

Building

- We work with partners to **build websites** using a variety of content management systems that enable good SEO behaviour and social media integration.
- We also **set up Social Media accounts**, Company pages, Google My Business pages and other tools as required. We can also work alongside your in-house technical teams or external IT consultants. All accounts belong to you and logins are stored in a secure vault for your convenience.

Technical Copywriting

- **Website Copy** with an understanding of your users, to motivate conversions;
- **Blog Posts** that drive traffic, both topical and evergreen;
- **Case Studies** to demonstrate your credibility and educate specifiers;
- **Awards Applications** that convert into awards;
- **Reportage** on Technical Events, both live blogging and more formal, and
- **Technical Reports** that are succinct and readable.
- More about our [Technical Copywriting service](#).

Social Posting

- We provide full **social media posting** for a small number of exclusive clients on a 3-month recurring contract. We post on your accounts on your behalf, monitor responses and engage as per your instructions.
- Please note social media posting requires an appropriate content strategy to be implemented, so this service is normally only provided to clients with whom we have a technical copywriting contract.

Speaker and Event Chair

- Su has been speaking to construction audiences about social media since 2009 and is routinely called upon to chair panels or sessions at construction conferences.
- More about [Su's Speaking experience](#).

Live Blogging of Events

- Live blogging is a hugely important tool to enable your events to last beyond the day itself and reach a much wider audience for weeks and months afterwards. Su has been live blogging for six years and is considered [one of the best in our industry](#).
- [Learn more about Live Blogging](#) or ask for our dedicated guide and prices.

We can provide other additional services not listed here - please get in touch with us.

Fees

- **Consultancy services** are priced by the day, our normal fee is £560 per day +VAT.
- **Technical copywriting** is charged per article depending on complexity.
- Most engagements are **project based** and quoted on an itemised, lump sum basis.
- **Live blogging and training workshops** attract higher day rates to cover the preparation and follow up times - ask us for details.

Appointments

We provide detailed proposals for all work projects as written documents setting out our arrangements, programme, fees and terms. For more simple appointments an email exchange may suffice.

Our terms and conditions are publicly available on our website here:

<https://www.justpractising.com/how-we-work-together/>

For Further Information

Find out more at www.justpractising.com, email su@justpractising.com or call Su on 07815 935736. You can also contact my PA Suzie Warren on 07809476523 or 01270811086 suzie@justpractising.com to arrange a meeting or a time to call.